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<https://docs.google.com/document/d/1c1ro9W41-1zACrbfTPR2Xh18YcaXJEPsUDtqDx9nFEU/e/dit?usp=sharing>

Subject:

Understanding who you are selling to, the person you are trying to help with your services. Local business owners have a difficult time narrowing down their audience because they think the whole world is their customers.

Headline:

V1: Why Your Audience Is Your North Star

V2: Why Your Business Was Never About You

V3: The One Thing You Need To Know Before Marketing

V4: The One Thing Every Local Business Should Know Before Marketing.

V5: Not Knowing This Can Cause A Marketing Nightmare

V6: The One Thing You Need To Know Before Running ANY Ad

V6.1: Before Running ANY Ad You Must Know This One Thing

V7: This One Mistake Can Cause A Marketing Nightmare

Outline:

[PAS, AIDA, Hook/Conflict/Resolution]

Pain: Missing out on sales by being too broad with the marketing, trying to sell to everyone, and focusing more on brand building, which can be challenging for smaller businesses.

Agitate: We focus on what the big players are doing, and in theory that sounds like a good idea, but in practice you soon find out that not only is it a challenging idea, but it's a very expensive one too.

Solution: Do the minimum viable research to understand who you are trying to help.

Understand how they communicate and their language by researching competitors' reviews and their own.

Close: Invite readers to contact you for a consultation to transform their marketing strategy and enjoy the growth and success they deserve.

First Draft:

The One Thing You Need To Know Before Running ANY Ad.

I've got good news, and I've got bad news. I like to start with the bad news and rip it off like a band-aid.

The bad news is, not everyone is your customer. Even though that would be amazing, the reality is not everyone is going to need what you do.

The good news?

Once you find your customer, providing what you do will practically sell itself.

In this article, I'm going to cover the importance of knowing your audience and how understanding this crucial aspect can transform your marketing efforts.

Missing Out on Sales by Being Too Broad

Many local business owners make the mistake of thinking that everyone is their customer. This sounds nice, but it's not true. Being too broad with your marketing means missing out on sales. You can't focus on brand building in the same way the big players do because it's not only challenging but also very expensive for smaller businesses.

The High Cost of Imitating Big Players

We often look at what the big players are doing and think, "If it works for them, it should work for me." Again, in theory, this sounds like a good idea. But in practice, you soon find out that not only is it difficult, but it's also a very expensive approach. Big companies have hundreds of millions of dollars in their advertising budget to blanket the whole market. Small businesses don't have that luxury.

Do the Minimum Viable Research

Instead of trying to sell to everyone, focus on understanding who you are trying to help. This involves doing some background research to get to know your target audience.

Here's how:

Identify Your Audience Bias: Understand that there is always a bias in your audience. You might focus on selling to men or women, maybe a certain age group, or people with

specific interests, like they might be a college student who loves Jazz Poetry. The key is to find out who your main audience is and tailor your marketing to them.

Research Competitor Reviews: Look at your and your competitor's reviews. Pay attention to the language used, and writing style. Are they using emojis? Do they talk professionally, almost corporate-like? Another thing to pay attention to is their usernames, from here you can gauge based on the names if your audience is primarily men, women, or a mix of both. These reviews will give you insights into who they are, what they value, and how they communicate.

Know Their Problems: Understand the problems your potential customers are facing. What are their pain points, and what experiences have they gone through? This allows you to tailor your message to show how your product or service can solve these problems.

Speak Their Language: Use the same language your audience uses. This makes your marketing more relatable and effective. If you know how they talk, what they value, and what they're looking for, your ads will resonate more.

Transform Your Marketing Strategy

By focusing on who you are trying to help and understanding their needs and communication style, you can create more effective ads that resonate with your target audience. Stop wasting money on broad marketing strategies and start laser-focusing on your ideal customers.

If you need help identifying your audience and crafting compelling ads, contact us for a consultation. Let's transform your marketing strategy and enjoy the growth and success you deserve.

Second Draft:

The One Thing You Need To Know Before Running ANY Ad

I've got good news, and I've got bad news. I like to start with the bad news and rip it off like a band-aid.

The bad news is...

Not everyone can be your client.

Even though it would be amazing to help *everyone*, the sad truth is that's just not possible. For example, not everyone is going to need help with things like marketing and sales. But business owners need help running ads, testing, metric analysis, and all that other boring stuff.

Most business owners like to focus on what they do best. A photographer loves to take pictures, a plumber can fix that leaky faucet, a marketer can get you more clients, a...

Well, you get the idea.

And the good news?

Once you find your ideal clients, just mentioning what you do will practically sell itself.

In this article, I want to share with you the importance of **knowing your audience** and how any business owner can easily identify their ideal client.

Throwing a Hand Full of Darts

Imagine you and your buddy playing darts at a local dive bar, and you bet that you can throw 10 darts at the same time, and one of them will hit the target.

After you fling those bad boys, and with the utmost confidence, you end up missing all 10 of them!

This scenario is not so different from running 10 ads and hoping anyone who sees your ad needs what you're offering.

The key word here is "hoping", and we shouldn't hope when money is involved.

I know it's tempting to do this, I mean you see big companies like Coca-Cola and McDonald's doing it all the time, if *they're* doing it then it's gotta be a good idea, right?

Well, it's probably a good idea if you have millions of dollars to spend on advertising.

And for most business owners like you and me, we need quality over quantity. I prefer to focus on the person who *actually* needs my help.

Let's aim for the bullseye with every ad we run, and let's get it in front of the people who need your business the most.

The first step is to know exactly who your ideal client is.

Defining Your Ideal Client

I'm talking about the main person you are trying to help. Knowing your audience could be the difference between selling fine art to an Amazonian tribesman or the Millionaire playboy looking to show off his deep pockets to his hottest date.

The easiest way to identify your ideal client is to look at your competitor's reviews, even better if your business has its own reviews.

This will give you valuable details about your ideal client. Like writing styles, the language they use, complaints, what helped them, and so much more if you know what you're looking for.

This also applies to social media comments: Reddit forums, Facebook groups, and basically anywhere your clients hang out.

All of this information is going to help you understand your target audience.

Now whenever you are about to run an ad imagine you're only speaking to that client you identified and no one else. When they see that ad, they are going to think "Wow, this company really gets me, they understand my problems and what I'm going through."

So, to sum things up, the ultimate goal when running any ad is to make the client feel understood and that the service is specifically for them.

Doing a bunch of research could take up a lot of time, and time is money, after all. If you need help identifying your target audience, [click here](#) for a free marketing consultation.

And don't forget to download our free guide to running Meta Ads [here](#).

Tweets/Threads:

Keep reading 📌

<https://emeraldmarketingstudio.com/blog/b/know-your-audience>

Tweet #1

The One Thing You Need To Know Before Running ANY Ad.

I've got good news, and I've got bad news. I like to start with the bad news and rip it off like a band-aid.

Tweet #2

The bad news is... Not everyone can be your client. The sad truth is, not everyone will need what you offer.

Tweet #3

Most business owners focus on what they do best. A photographer loves taking pictures, a plumber fixes leaks, a marketer gets more clients...

Tweet #4

The good news? Once you find your ideal clients, just mentioning what you do will practically sell itself.

Tweet #5

Throwing a Hand Full of Darts: Imagine betting you can hit a dartboard by throwing 10 darts at once... and missing all of them!

Tweet #6

This scenario is like running ads and hoping someone needs what you offer. But "hoping" isn't enough when money is involved.

Tweet #7

Big companies can afford mass marketing. For small business owners, quality over quantity is key. Let's aim for the bullseye with every ad.

Tweet #8

Defining Your Ideal Client: Know your audience! It can be the difference between selling fine art to an Amazonian tribesman or a millionaire.

Tweet #9

Identify your ideal client by looking at competitors' reviews or your own. This gives valuable insights into your target audience.

Tweet #10

Doing research takes time, but it's worth it. Need help identifying your target audience? Click here for a free marketing consultation.

Contact us here 📌

<https://emeraldmarketingstudio.com/contact>