

Know your Audience

Headlines:

- How you can make sure your ads are seen by YOUR starving audience.
- The most important secret in marketing that will transform your sales
- How to Avoid the Biggest Marketing Mistake... **Selling Steak to Vegans**
- You are Trying to Sell Steak to Vegans, Let's Fix that
- How you can Market your Product only to People who will Buy your Product
- You wouldn't try and Sell Steak to Vegans, so Let's Make Sure you Avoid this at all

Costs

Outline:

Headline: You wouldn't try and Sell Steak to Vegans, so Let's Make Sure you Avoid this at all Costs

Problem: Let's all agree that the idea of selling steak to vegans makes no sense, why? Because they won't buy it in a million years. Yet most small business owners are trying to sell their product to those who won't ever buy it.

Agitate: The majority of small business owners often think "My product applies to the majority of people in my town, so I am just going to try and sell to everyone!". Unfortunately, this doesn't work. Your audience always has a bias and trying to sell your product to everybody is the same as trying to sell cars to babies. It doesn't work.

Solution: There are ways to avoid this, and it is extremely important that you do. The way you avoid this problem is by first realizing that everyone is not your prospect. Once you realize this, you should start identifying common factors among your clients. Maybe they are all muscular, maybe they are all women, maybe they have kids, or maybe they all drive nice cars. Whatever the common factor is (And there is one) you need to identify it, and find a way to market your product to those people, and those people only.

Close: If you want some help with identifying your audience's bias, feel free to message me with the link below for a free marketing analysis

1st Draft

You Wouldn't Try and Sell Steak to Vegans, So Let's Make Sure You Avoid This at All Costs

Before I get into what I actually mean by "selling steak to vegans", let's first all agree that the idea of selling steak to vegans is a terrible business idea.

There are a few reasons why, but let's get the main one out of the way.

It's pretty obvious in the name but, vegans, will NEVER buy a steak!

If vegans would never buy a steak, then it makes zero sense to try and sell one to them in a million years.

Now that we've got that out of the way, let me explain what I mean by "selling steak to vegans" and why it applies to every small business.

This mistake is something that all small business owners have made in the past (I have too). But don't worry, it is an easy fix.

The mistake that I am talking about of course is selling steak to vegans!

Let me rephrase that.

It is trying to sell or market your product to people who will never buy your product.

This seems like it would be obvious, right?

Yes, it is obvious, but a lot of business owners aren't thinking about it the right way.

A lot of small business owners think (and yes I thought this too), "My product applies to the majority of people in my area, so I am just going to try and sell to everyone!"

This seems like it would be a good idea at first, but unfortunately, it's just not feasible for small business owners, and I'll tell you why.

Coca-Cola is a household name in nearly every country around the world.

They have spent an average of \$4 BILLION (yes, with a B) on advertising EVERY YEAR, from 2017 to 2021.

For a company with a nearly unlimited ad budget, it makes sense to target everyone that you can.

But for us small business owners, this does not make sense.

To avoid this problem, the first thing that you need to realize is that everybody is not your customer. It would be great if they were, but they're not.

It doesn't matter if you sell garage doors, life coaching, or flowers. Your audience has a bias 100% of the time, and identifying that bias will be the best thing you could ever do for your business.

Maybe your audience is all women. Maybe they are all women with certain hair cuts. Maybe they drive nice cars, or maybe none of them drive cars. Whatever it is, you need to identify it.

Once you can identify what your audience's bias is, you will be able to start marketing your product to people who will actually buy it!

If you want some help figuring out what your audience's bias is, feel free to click the link below and schedule your free marketing analysis, and I will help you with whatever sales/marketing task you need.

2nd Draft

You Wouldn't Try and Sell Steak to Vegans, So Let's Make Sure You Avoid This at All Costs

Before I get into this article and actually explain what I mean when I say “selling steak to vegans”, let's first all agree that trying to sell steak to vegans is a terrible business idea.

It makes zero sense to try and sell steak to vegans because... Vegans will NEVER buy a steak!

Now that we have gotten that out of the way, let me give you some context so you know what I am talking about here.

When I say “selling steak to vegans” you might think that I am just talking about literally selling steak to vegans but I am actually talking about a mistake that every small business owner has made in their business at one point or another.

I am talking of course, about... Selling steak to vegans!

Okay, let me rephrase this slightly.

Trying to sell your product to people who won't ever buy it.

This seems like it would be an obvious mistake that most business owners would avoid, and if you are taking it at surface value then yes it is, but there is a lot more to this problem that a lot of business owners don't see.

When I say “selling your product to people who won't ever buy it” most business owners think “Yeah that would be obvious, I am not going to sell my product to someone with no money, or someone who won't buy it!”

But there is more to this than just that.

I would confidently say that most small business owners at one point or another (yes, I have thought this too) have thought “My product applies to the majority of the people in my area, so I am just going to try and sell to everyone!”.

For some companies, this makes total sense, like Coca-Cola for example.

Coca-Cola spent an average of \$4 Billion (yes with a B) PER YEAR on advertising between 2017 and 2021.

If you have a nearly unlimited ad budget like this, then it totally makes sense to try and make everyone your customer.

But unfortunately, we don't have that kind of ad budget, so us small business owners have to do things a different way.

Trying to sell your product to everyone is like trying to shoot a target from 100 meters away with 1000 bullets, one of them has got to hit it. The only issue is that you need to pay for all those bullets.

Again, it makes sense for a company like Coca-Cola to do this, because they can afford it.

We need to try and shoot the target from 50 meters, but with 10 bullets.

We need to make sure that our marketing is much more targeted than companies like Coca-Cola, and the way we do this is simple.

We have to determine our audience's bias.

It doesn't matter if you sell garage doors, shampoo, or dog coats, your audience has a bias 100% of the time.

Even if your product truly does apply to 100% of the population, there is always something that will define your customer, and figuring out what it is will be the best thing you ever do for your business.

Figuring out what differs your customer from the rest of the people out there is the first step.

Now that you know this, you can start targeting your marketing, targeting your sales, and making sure that you are trying to sell your product to people who will most likely buy your product.

I guarantee you, this will be the best business decision you have made, since actually starting your business.

If you need or want some help identifying your audience bias, fill out the form at this link, and let's schedule your FREE marketing consultation, and I will help you figure out what your audience bias is.