

Outline:

- how to find customers that are craving for your product
- It is not a process to find these, it is a habit
 - Go through life with your brain “switched on”
- Find ways to reach your customers before you try to sell to them -> Logic fail
 - Think first -> Doing is second
- Become aware of the opportunities that show themselves in your day-to-day life
- Focus on markets/niches in which businesses already spend money on the service you provide -> Marketing, ads, etc.
- When you actually look for those opportunities, you will find them everywhere
- Local businesses are mostly in need of an online presence
- the main questions to ask:
 - What do I want to sell
 - Who would need that
 - How can I reach my clients

Draft #1:

How to find customers that are starving for your product or service

Have you ever wondered why some businesses hit a higher homerun with their sales every year? While you have been standing still without getting a single piece of the cake? Then read closely. The following secrets are exactly for you.

Let's start simple:

Who is your ideal customer?

Seriously think about it: Do they live in a certain area? What do they do for life?

Do they have a family? What hobbies do they have?

Once you try to answer these questions, you will see that not everybody in this world will match your definition of the ideal customer for your business.

And that is absolutely fine. That's how it is supposed to be.

But if you don't take your time to figure out who is most likely to buy from you, then you are basically burning your hard-earned money like a pile of wood in an oven.

The main 2 problems with 99% of all marketing

Most marketing is just complete garbage.

It is a combination of random words with random pictures.

Something that sounds about right to the creator of the ad.

What do they do?

They are talking about themselves and their company and showing the ad to everybody.

But unfortunately, nobody cares about their company.

People care about their problems and how they can be solved.

The second problem is perfectly summoned up in the following quote:

"If you sell to everyone, you are selling to no one."

Statistically speaking, less than 1% of the whole population will be interested in your product.

So, if you target everyone, almost no one who will see the ad is even considering buying from you.

But there are people out there who are desperate for your products.

Somewhere, they are scrolling on social media and are just waiting to see your ad.

They would beg on their knees to get some help with their problems.

And it is your job to find those people.

Here is how you find these hungry markets

You have to start from the ground up.

This means that you should ask yourself the following questions:

- What problem(s) can my company solve for potential clients?
- Who is most likely to have these kinds of problems?
- etc.

If you find people who are having the problems you can solve, you are one step closer to your goal.

There is only one thing left to do: You need to reach these people.

Take a closer look at their life and see how you can potentially get to them:

- How do they typically go through their day?
- Where are they active on social media?
- What is the best way to get in front of them?

Social media is gonna be your biggest advantage here.

Researching your customer is your key to success.

If you embed both these points into your marketing, you have found the hungry market you are looking for.

If you still struggle with this, feel free to reach out to us here and we'll help you to find and monetize your hungry market.

All the best,

Simon