

Source: Finding Hungry Markets.

Headline: The secret to profiting from your most likely to buy customers.

Outline

It's 1970, New York, and an 8 year old paper boy is about to learn one of the most important lessons in sales and in marketing.

One day when he was on his paper route, he looked around, and noticed all these houses with no newspapers.

And so he had a genius idea: or so he thought.

"Why don't I start selling newspapers to the houses that don't get any?"

He would soon realise that selling newspapers to people who don't buy them.

Because every single house said *"Not interested"*

His friend's father, who was pretty successful in marketing and sales, asks the paperboy what's wrong.

And with such emotion and disheartenment, the paper boy tells him everything, and the father laughs.

What's so funny.

And he simply says to our paper boy "there are two types of people in this world: those who buy the paper, and those who don't, and you're selling to ones that don't because they don't have a paper on their door.

Remembering this advice, this paper boy would go on to become a multi-millionaire by 25, would be highly praised as a sales genius, and would become at one point the most talked about man on the planet when it came to stock-brokerage.

His name was Jordan Belfort, but he also goes by The Wolf of Wall Street.

How could one piece of advice be so powerful?

It all boils down to the essence of find hungry markets begging to buy your stuff.

If there's one thing to ask yourself is "what is the customer already doing?"

Because you're not going to sell to someone who's not looking into your types of products and or service.

You are going to sell to someone who's dissatisfied with what they've tried, or what they've looked at, and its up to you.

1st draft

It's 1970 in New York, and an 8 year old paper boy is about to learn one of the most important rules both in sales and in marketing.

He was sold a paper route by some kid going to college, and he wanted to make the route as profitable as possible.

So on his paper route, he starts taking notes of the houses without paper on their front porch along the way, and the next morning while delivering the other papers, he goes around knocking on doors with stars in his eyes.

“Hi Sir, do you wanna buy the local paper?”

“ABSOLUTELY NOT!” and then *Slam!!!*

The results of his pursuit were dire: most of them didn’t answer, and the rest simply weren’t interested.

It disheartened him. Much the same as any kid would’ve felt if they’d dropped an ice cream.

But his friend’s Dad, who was very successful in the advertising and sales space, saw this emotional meltdown, and asked our paperboy what was wrong.

With tears running down his cheek, he told the whole story: from wanting to make the best route possible, to being rejected by one too many: all beans were spilled.

And the guy starts laughing and says to the kid, “there are two types of people in this world: those who want the paper, and those who don’t, and you can’t sell to the ones that don’t.”

Now, not only would the paper boy from that day forward start selling the paper to those with a roll on the doorstep, he would then go on to use that information to become a millionaire at 25, and become one of the most infamous stock brokers in the world.

He’s called Jordan Belfort, but you may know him as ‘The Wolf of Wall Street’.

Now what the hell does this story have to do with profiting from hungry to buy customers?

Actually there are 2 reasons:

1. It’s a nice story.
2. In order to find customers hungry to buy customers, you first have to find the people who buy the paper.

It’s extremely difficult to sell something that isn’t already working.

Like selling gain-weight pills to fat people.

Or cat food to dog owners.

Or logic glasses to communists.

It can be done, but it does require a lot of patience, and a lot of capital.

And unless you've got resources like the coca-cola marketing team, we have neither.

So, in order to find out how we are going to find customers practically begging you to give you their money, you need to find out what groups and audiences where similar products and services to yours are selling well.

If you're a chiropractor, for example, chances are the people hungry for your services are victims of poor posture from sitting in an office all day, and have got a slipped disc.

That might be specific, but it is already working, meaning it's a perfect audience to target.

Even if you were selling funeral directors services, there is going to be an ideal audience, and that's probably going to be people who have just lost a loved one.

So if you're sitting, frustrated that you're not getting any returns back on your marketing, think to yourself, *"what kind of audience is the most likely to put cash in my hand, TODAY?"*

And that will tell you all the answers you need to know.

2nd draft

The lesson that turned a paper boy into a multi-millionaire by 25.

It was a beautiful summer in New York City when an 8 year old paperboy, with an entrepreneurial gene, was an apprentice for an older paperboy.

Anticipating that the older paperboy was off to college fairly soon, and would hand him down the route, he started scheming how to make the route as profitable as possible and started taking notes of the houses without paper on their front porch.

Because obviously, the people without a paper at their door simply haven't thought to buy one, right?

And therefore it would be easy as pie to sell the news paper to them, right?

Well, he was about to find out that it wasn't as straightforward.

The very first week of him doing route on his own accord, he went door after door after door... and got nothing from it.

They either didn't want the paper or they slammed the door in his face, or just didn't answer the door.

Which left our paperboy balling his eyes out, as most 8 year olds would.

But his friend's Dad, who fashioned himself as an advertising man, saw this emotional meltdown, and asked our paperboy what was wrong.

And with waterfalls running down his cheek, he pours his heart and soul to this advertising man. Everything from the months of notetaking of people with the local paper, right down to the last door he got rejected from.

And the guy starts laughing.

“What’s so funny?”, the paperboy asks in confusion.

And the advertising man simply responded “there are two types of people in this world: those who want the paper, and those who don’t, and you’re trying to sell to the ones that don’t.”

From that day forward, getting that advice didn’t just make our paperboy successful by selling the paper to those with a roll on the doorstep...

...he would use that same advice to become a multi-millionaire at 25 selling penny stocks to rich people, and become one of the most infamous stock brokers during the 80s.

He’s called Jordan Belfort, but you may know him as ‘The Wolf of Wall Street’.

How to profit from your highest likely buyers.

Now, why they hell am I telling you this story?

And what does this have to do with profiting from ‘hungry to buy’ customers?

Well, there are 2 reasons:

3. It’s a nice story, so I thought I’d share it with you
4. In order to find customers hungry to buy customers, you first have to find the people who buy the paper.

It’s extremely difficult to sell something that isn’t already working.

Like selling gain-weight pills to fat people.

Or cat food to dog owners.

Or logic glasses to communists.

It can be done, BUT... it does require a lot of patience, and a lot of capital.

And unless you’ve got the same resources as the coca-cola marketing team, we have neither.

So, to first find the type of customers practically begging you to give you their money, you need to look out for what groups and audiences where similar products and services to yours are selling well.

If you're a chiropractor, for example, chances are, the people hungry for your services, the ones who will pull out their wallet in a heartbeat, are victims of back pain, and while that might seem obvious, most businesses never seem to acknowledge it in their advertising.

They are just too damn busy talking about themselves, or trying to carpet bomb half the population with their slogan

So if you've been wanting to get any returns back on your marketing...

Best to think to yourself, *"what kind of audience is the most likely to put cash in my hand, TODAY?"*, and start gearing your advertising efforts toward reaching those people.

And always remember: when you find an audience that works, STICK WITH IT!

All the best,

Daniel

(P.S If finding your most hungry market sounds a bit tiresome, and it is, let us handle it by getting in touch [here](#))