

The 'Crew Cut' Strategy That Boosts Your Marketing Results

What is the crew cut strategy? I'll explain how it can easily improve your marketing results in just 3 minutes reading this article. It's a simple concept that solves one crucial marketing mistake that either makes or breaks a campaign.

Here's where this comes from. The mistake that 96.5% of business owners make (sounds like a random number, but let's pretend) - **is selling to everybody**.

But hey, selling to everyone makes the most logical sense right? If you have the perfect product or service, everyone in the world needs it! It's like water, 8.21 Billion people need it. And you can sell it to everybody!

So it makes perfect sense to create marketing that speaks to everyone! Teenagers, grandmas, CEOs, college students, and everything in between. Who doesn't want what you're selling?

'Because everyone is my customer right?' Wrong.

And I'll tell you exactly why. If you try to speak to everyone, you speak to no one. That's what this article is about...

Why Selling to Everyone is Not the Best Idea (and how to fix it so you make more money)

Every product or service has a certain *bias*. There's nothing in the world that appeals to everyone, every age, every gender - that doesn't happen because there's always a *bias*.

Maybe what you have is primarily for women, or a certain age group, or people that have an interest in something. Or maybe you're selling to someone with a certain haircut.

I mentioned the haircut because it's where the '**Crew Cut**' strategy came from.

It's a story from a motivational speaker, back in the 1960s I believe. People had very little in terms of marketing power. They used newspapers, billboards, direct mails, etc.

The man did speeches and seminars from city to city, and what he noticed was the majority of the people that came to his seminars had *crew cuts*. Like always... there was a bias.

What he did was he got in touch with the barbershops for his cities, and got a list of their clients that had a *crew cut*. Then he mailed them promotional offers for the seminar - which boosted his responses dramatically.

Because there's always a *bias*. And this worked because his message resonated with his perfect audiences.

And you know what the guy didn't do? He didn't try to sell his seminar by shouting at people in a rock concert, or yelling from a rooftop saying "Buy my SEMINAR!" Because of 2 reasons.

- 1) They can't really hear him.
- 2) Nobody's trying to listen, because he's not speaking to the right people..

If he spoke to everyone, his message would be too broad to resonate with anyone specifically.

That's Why We Market to Our Perfect Audiences - and Here's How to Find Them

The secret isn't to appeal to everyone. It's to find your *crew cut* crowd. Who's most likely to need, want, and love what you're offering? Those are your people. That's your perfect audience.

When you laser-focus on this group, magic happens. Your message cuts through the clutter like a hot knife through butter. Why? Because you're speaking directly to them, addressing their specific needs, desires, and pain points.

You're having a conversation with people who are actually interested in what you have to say.

So how do we find these people?

It's very simple, look at reviews and customer feedback. Look at your own reviews or competitors'. You'll find a clear picture of who you should be selling to.

Look through them and find out what their problems are. What are their pain and frustrations? What do they want to achieve? How did they achieve it?

Find out what type of people they are, how old are they, what are their interests and hobbies?

When you're crafting your marketing messages, speak directly to this person. Because the more you can narrow down your audience, the more powerful your message becomes.

Your marketing becomes a whole lot easier (and cheaper). You'll know exactly where to find your people, what to say to them, and how to say it in a way that forces them to pay attention.

Talk soon,

Chayawee Mala

P.S. If you're looking to attract more clients through Facebook and Instagram, [download this free Meta Ads guide](#).

P.P.S. If you're curious about what we could do for you, [get in touch with us here](#) and we'll send over a free marketing analysis.