

Homework:

Come up with two potential businesses.

- Lash Tech
- Men's Athletic Clothing Brand

Instructions:

Develop a clear and compelling message.

- Lash Tech: “Indulge in your natural beauty with our expertly crafted lashes designed to enhance every aspect of you.”
- Men's Athletic Clothing Brand: “Dominate the game in comfort with our sweat absorbent high performance activewear.”

Identify the target market for each business.

- Lash Tech: The target audience are upper-middle class women ages 18-34 interested in cosmetics and value beauty and self-care. They're also women who appreciate convenience in beauty services and have the income to come back and get their lashes touched up regularly.
- Men's Athletic Clothing Brand: The target audience are hard working athletic men ages 14-30 in urban and suburban areas looking to take care of their body and mind. They're also men with a middle to upper middle class income allowing them to pay for the luxury of clothing to help them perform at their peak.

Determine the best way to reach this audience.

- Lash Tech: Social media marketing i.e. running ads and posting your own content on Instagram, TikTok and Facebook also referrals from past clients.
- Men's Athletic Clothing Brand: Social media marketing i.e. running ads and posting your own content on Instagram, TikTok and Facebook also calibrated with other companies and famous sports players or even local but still popular sports players.

Inspiration.

- Lash Tech



www.dashlashez.ca



<https://novalash.com/>

- Men's Athletic Clothing Brand



www.nike.com



UNDER ARMOUR.

www.underarmour.ca

Ideal customer avatar

Tanya Aliza's 10 Question Tribe Worksheet

<https://www.dropbox.com>

● Lash Tech

- 1. Give your ideal customer a Name:** Emaan
- 2. Do you have a picture of what they might look like?**



- 3. What is your perfect customer's age range?** 17-34 (Gen-Z)
- 4. What do they do for a living?** She is an Instagram model
- 5. What is their income level?** Middle to middle-upper class
- 6. Where do they live?** The U.S.
- 7. How far are they willing to drive to get this service? Are they in the range of your client?** She is willing to drive 30 minutes to get this service, sometimes a little more and yes she is in range.
- 8. Country of origin?** She is Middle Eastern and part Asian

- 9. What are some things that worry them or keep them up at night?** She stresses about doing the same thing over again the next day and stressing about her diet, working out, not catching a break and aging. Also income, her future, men, her looks and money.
- 10. When it comes to your clients industry what is most important to them? I.E. beauty, health, finances, family.** Natural beauty is the most important thing to her, she wants to look naturally and effortlessly pretty but she also wants something noticeable that makes her eyes pop and stand out.
- 11. Where do they like to hangout online? I.E. Tiktok Instagram, Facebook.** Tiktok and occasionally Instagram,
- 12. Who do they subscribe to online?** She subscribes to beauty, lifestyle, health, diet, skincare, modeling and other beauty star pages. And she is most active on social media from 8:00pm-11:00pm. She is also subscribed to different beauty article channels and gives her friends recommendations on where to go for beauty products like lashes.
- 13. What do they like to spend their money on?** Fashion, friends and beauty.
- 14. What are some things they might be struggling with right now? (Pain points)** Holding herself up but also helping her friends up with her, maintaining a happy cheerful social media presence, working out, not being able to eat what she wants and always having to look effortlessly pretty.
- 15. What is their lifestyle and hobbies?** She wakes up, works out, has a shake, does yoga, has a small lunch, runs errands, meditates (or talks to friends), has a small snack, scrolls on tiktok then goes to bed every day unless she has a photo shoot. If she has a photo shoot she wakes up, has a shake, works out, has a shake again then does her shoot.
- 16. Do you know someone that matches this description? If so, ask them for their thoughts on your marketing.** I could talk to Christina or Brianna

● Men's Athletic Clothing Brand

1. Give your ideal customer a Name: Nico
2. Do you have a picture of what they might look like?



3. What is your perfect customer's age range? 16-40 (Gen-Y, Gen-Z)
4. What do they do for a living? He is a business manager
5. What is their income level? Middle to middle-upper class
6. Where do they live? The U.S.
7. How far are they willing to drive to get this service? Are they in the range of your client? He is willing to drive 20 minutes to get this service, sometimes a little more and yes he is in range.
8. Country of origin? He is European, more specifically Greek

- 9. What are some things that worry them or keep them up at night?** His son's future, he wants to be the best father he can and he pushes his son toward greatness, training with him and molding him and helping him grow as a person. He also stresses about himself, he does a lot but he feels he could be doing more, working harder being a better leader, whatever it may be he wants to be the best. He also has a men's health awareness run coming up he has been training for.
- 10. When it comes to your clients industry what is most important to them? I.E. beauty, health, finances, family.** Fitness and comfort is the most important thing to him. He wants clothes that support him and that are breathable so he can perform at his peak. He also wants a brand he trusts for his son and knows will serve him well.
- 11. Where do they like to hangout online? I.E. Tiktok Instagram, Facebook.** Instagram and occasionally Facebook,
- 12. Who do they subscribe to online?** He doesn't spend too much time on social media, usually most active from 8:00pm-10:00pm. He is subscribed to sports organizations and teams, also motivational speakers and business professionals. He sees people that have been through tough times and emerged out greater to be the strongest people so even on social media those are the only pages he surrounds himself with and subscribes to, the hard workers.
- 13. What do they like to spend their money on?** Everything he and his son need to be great athletes such as the proper clothing and gear. He also occasionally likes to spend his money on books and websites offering information on how to be a greater stronger man, such as "the 48 laws of power".
- 14. What are some things they might be struggling with right now? (Pain points)** His diet is slowing down and he is getting older which is why he wants to pass all his strength and knowledge onto his son. His biggest pain point is not being able to perform as great as he could before. He has even recently got a Bauerfeind for his knee because it was starting to get sore every time he ran.
- 15. What is their lifestyle and hobbies?** He wakes up at 7 and does his morning pushups, goes to work until 5 and when he gets home he takes his son to the gym and they train together. Afterwards he takes care of his shopping responsibilities then he goes for a run to get himself ready for his upcoming

men's health awareness run. After a productive day he takes 2 hours from 8-10 to relax then goes to bed.

16. Do you know someone that matches this description? If so, ask them for their thoughts on your marketing. I could talk to my Dad

Homework

Go through the daily marketing examples from the past 5 days, identify which ones were written well and which ones were written poorly and did not connect to their audience well.

Make corrections and rewrite the bad advertisements.

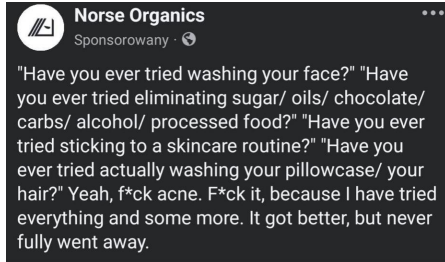
How would you connect with their audience better and ensure they feel understood?

The audience needs to feel they are understood and they need to know you understand what their problem is.

i.e. back pain, "do you have back pain

1. Pitch: Get rid of acne with cream

- **Would this ad visually catch my attention, why or why not:** Yes it would because it has f*ck acne in big bold letters written all across it and there are 3 natural looking creams presented to me at the bottom showing off their product.
- **Would I read it, why or why not:** some of it yes because I am course about what it says under f*ck acne.
- **If I was their target audience would I be interested in learning more about them just based on this advertisement:** yes I would be.
- **Over all did this advertisement connected with me:** yes it did because it described exactly what I was feeling about my problem and that made me feel like they understood me and what I was going through.
- **Is there a specific audience:** yes there is, this advertisement is targeting people with acne problems but it's also focusing on an even more specific audience because most ads will never include a swear word. They are targeting a very specific group of people.



**F*ck acne f*ck acne f*ck acne
f*ck acne f*ck acne f*ck acne
f*ck acne f*ck acne**

"Have you ever tried washing your face?" "Have you ever tried eliminating sugar/ oils/ chocolate/ carbs/ alcohol/ processed food?" "Have you ever tried sticking to a skincare routine?" "Have you ever tried actually washing your pillowcase/ your hair?" Yeah, f*ck acne. F*ck it, because I have tried everything and some more. It got better, but never fully went away. Until...



norseorganics.co
Stop embarrassing acne!

Kup teraz

2. Pitch: Car cleaner

- **Would this ad visually catch my attention, why or why not:** No it would not because it looks very unprofessional, the picture at the bottom looks like it was taken by an old blackberry. It looks like the person just took out their phone and snapped a picture, there looks like there was no effort put into it. (its presentation). Also the writing looks very plain using the most basic layout with random emojis (but that could just be the platform they advertise on). Also there is nothing catching my eye in this ad except for the bad picture of a car seat.

What would I change:

I would take a professional proper picture highlighting the garbage and uncleanliness in a more eye-catching way (try different angles, colors and focuses, which can all be done on your phone).

Also I would take the "before" text, shrink it and bring it to the bottom right of the picture.

Also I would do a complete overhaul on the text and make it more eye-catching and emotionally grabbing. Something like this:

Revitalize Your Vehicle Today!

Is your car a breeding ground for bacteria and allergens? A dirty interior not only affects your comfort but also poses health risks to you and your loved ones.

At [Your Business Name], we offer professional mobile detailing that comes to you, transforming your vehicle into a spotless and sanitized space. Enjoy the peace of mind that comes with a clean interior, free from stains and germs.

Don't wait – contact us for your FREE estimate! Call (920)-585-7253 now. Spots are filling up fast!



- **Would I read it, why or why not:** no I would not because the ad, the text especially is not eye-catching enough.
- **If I was their target audience would I be interested in learning more about them just based on this advertisement:** no I would not
- **Over all did this advertisement connected with me:** no it did not. I felt no human connection and I don't feel they truly understood my problem.
- **Is there a specific audience:** anyone with a car but based on the way the business owner calls a car a "ride" a younger audience 17-24.

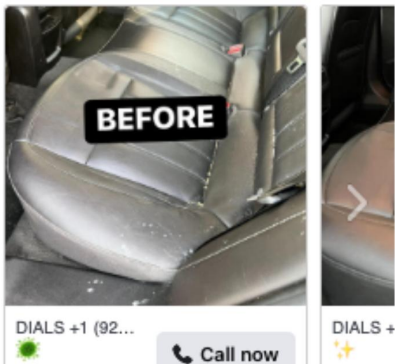
🚗 Is your ride looking like these before pictures? 🚗

These rides were infested with Bacteria, allergens, and pollutants that were building up over time 🤢

Get rid of these unwanted guests TODAY with our expert mobile detailing service!

We come to you and make sure none of these unwanted organisms are living in your car!

📞 Call NOW at (920)-585-7253 for your FREE estimate.
Don't wait—spots are filling up fast!



3. Pitch: Real estate

- **Would this ad visually catch my attention, why or why not:** yes it would catch my attention because they are Real Estate NINJAS. It's definitely different but that is exactly why it would catch my attention, i've never seen anything like it before especially with how enthusiastic they look. My biggest issue is that it says "covid" at the top
- **Would I read it, why or why not:** yes i would read it, it is so random and different that i would read some of it to see what it is about.
- **If I was their target audience would I be interested in learning more about them just based on this advertisement:** no i would not, the advertisement would catch my eye but i definitely wouldn't trust them and i'm not sure how much i believe in their skill. The visual of two middle aged men doing Karate is not the visual I want to see when I am looking for a real estate agent. I would want something clean and proper.

What would I change:

I would keep the name but I would get rid of the guys doing Karate. Instead I would put a professional picture of the nicest house they've sold followed by all their details and names. I would keep it simple but with a good use of color and if

u could i would get a partnership with a company that has a famous ninja (in this case Snake Eyes)



- **Over all did this advertisement connected with me:** no it did not but most real estate agent billboards and advertisements don't. Over all they were very enthusiastic but missed the mark and created a level of miss trust by posting themselves kicking the air.
- **Is there a specific audience:** yes there is, people looking for real estate agents but also predominantly men that love karate, fighting and ninjas also people that dont mind a camitic approach to serious matters. They seem to be targeting a very small group of people which seems to be their biggest problem.



4. Pitch: Summer camp

- Would this ad visually catch my attention, why or why not:** yes it would because the first thing i saw was a girl having fun smiling then i see "summer camp" the logo is very clear and they have a good use of pictures. One picture shows a kid with a horse then the other is someone that looks like they are having a lot of fun. Also they have a good use of color with the green and purple. It's very exciting looking, which is the exact way this ad should look. The only thing I would change is I would make the pink and green colors more vibrant.
- Would I read it, why or why not:** yes I would because the camp looks like a lot of fun and I would want to know more.
- If I was their target audience would I be interested in learning more about them just based on this advertisement:** yes i would be interested.
- Over all did this advertisement connected with me:** yes it did because it shows the exact feeling I would want to feel when I go to a summer camp. Happy and joyful. The smile of the girl and the light happy colors were the two biggest things for me.

- **Is there a specific audience:** yes there is, kids ages 7-14 that want to participate in summer fun at a summer camp.



5. Pitch: helping businesses grow through various opportunities

- **Would this ad visually catch my attention, why or why not:** no it would not catch my attention because there is nothing of interest to see in this advertisement.
- **Would I read it, why or why not:** I would read "BUSINESS OWNERS" and that's it because it doesn't look like it's presenting any information of value. It looks like it was designed by a 6 year old.

- **If I was their target audience would I be interested in learning more about them just based on this advertisement:** no i would not be interested, i'm not even entirely sure who their target audience is, the ad is way too veg with no information explaining what they do. Also the link at the bottom takes you nowhere.

What would I change:

I'd start by scrapping all the text under "business owners" and instead explain what this company actually does and give examples this way people understand the surfaces they offer. For example something like:

Struggling to Reach a Greater Audience?

Are you frustrated by wasted time and money on marketing that doesn't work?

At [Your Company Name], we specialize in online social media marketing that connects you with the right audience. Our proven strategies help businesses like yours break through the noise and expand their reach.

Don't let your hard work waist away! Contact us today, and let's skail your business!



- **Over all did this advertisement connected with me:** no it did not, I felt no human connection and it just felt like a piece of paper I didn't want to read.
- **Is there a specific audience:** yes there is, anyone that is a small business owner that wants to reach more potential clients.



BUSINESS OWNERS

**YOU'RE LOOKING FOR OPPORTUNITY
THROUGH VARIOUS AVENUES, RIGHT?
ONLINE, SOCIAL MEDIA, ETCETERA**

**WE'VE BEEN ABLE TO HELP OTHER
BUSINESSES WITH THAT.**

**IF THAT RESONATES WITH YOU OR
SOMETHING YOUR COMPANY MIGHT BE
EXPERIENCING,**

**THEN FILL OUT THE FORM AT THE LINK
BELOW.**

[SHGRESULTS.COM/CONTACT-US](https://shgresults.com/contact-us)

Homework:

Review daily marketing examples to identify confusing or demanding calls to action.

Share an example in the Business in a Box advanced chat, tagging me for feedback.

Key Takeaways:

Simplify Everything: Keep instructions and goals simple to avoid confusion.

One Thing at a Time: Focus each step on one clear objective.

Measure What Matters: Success is about conversions and sales, not just engagement.

Homework: Review and share examples to practice identifying and simplifying calls to action.

Ready to streamline your marketing strategies?

Let's simplify and improve!

Hey G's and <@01GHHEM0P8FC3BK50ZTW173CPX> I finished the "Make It Simple" video in the Marketing Mastery course and came across this ad.

For context the homework was to find a confusing or demanding call to action and rewrite it so it's easier and clearer for potential clients to follow.

This ad is not unclear but it is demanding, no ones gotta be comfortable texting a random WhatsApp number on a bus let alone have the time to take out their phone, copy the number, think about what they wanna ask and write it.

My solution is instead of a WhatsApp number use a QR code that takes you directly to their page with optional recommended questions.

