

Article 07

Know your Audience

Outline 1

Headlines:

- Maximizing Profits by Understanding your Audience better than ever.
- Know your Audience and Dominate your Market.

Subject: Maximizing profits by understanding your audience better than ever.

Problem: A lot of business owners struggle with the thought that if they sell to everyone they'll make a lot of sales. Unfortunately, it's just the opposite.

Agitate: If you talk to the right people, you'll get a major boost in sales/profits. The problem most businesses have is they tend to think of marketing to a mass audience rather than a specific one.

Solution: By targeting a specific audience we make sure the people we talk to are actually interested in our service/products.

Close: Get in touch today for a Free market analysis.

Contact us for a free market analysis and see how you can tailor your approach and find your perfect audience.

Draft 1

I can remember back when I worked as a personal trainer for 24HR fitness I was told that everyone was a potential client. That I should talk to everyone in the gym and try to convince them to buy training. To be honest, that was the worst advice my sales manager could've given me and I'll tell you why.

A lot of small business owners struggle with the thought that if they sell to everyone they'll make a lot of sales. As a PT, I technically was my own small little business and was taught to think the same. I mean sales is just a numbers game right? The more people that know about my stuff, the more people will eventually buy right? Unfortunately, that wasn't the case. I learned that if you basically try to sell to everyone, you eventually sell to no one. It's quite simple really, just not everyone is going to be interested in your stuff.

You see, I learned if you talk to the right people, you'll get a major boost in customer response rate. The problem is most businesses learn about mass marketing first rather than learning how to target their specific audience. They see all the big brands do it, so they think it's what everyone does. The problem is that big brands like NIKE and PATRON have an immense marketing budget, where most small businesses don't. We were taught as PT's that by getting in front of as many people that it would help generate sales. But that wasn't completely true, if anything, it just pissed off a lot of regulars. So what do we do?

We talk to our major audience to make sure that the people we talk to are actually interested in our stuff. As a young trainer I talked to all sorts of potential clients; old and young, skinny and overweight, female and males, athletes and non-athletes. The problem is most of them just weren't interested in my style of training. In the same aspect, most businesses just don't know how to tailor their approach to their ideal customers. What I had to learn was what is it that I specialize in and who is my actual ideal client? We do the research to help us understand who our ideal customer is and what they desire.

So when I talked to potential clients in the gym, certain people responded better than others. The older and middle aged individuals were more interested than the younger ones, simply because I knew about mobility and how to alleviate some of their aches and pains. They didn't care about getting on stage and looking like Arnold, what they were interested in was pain relief and feeling healthy. I did my research and learned how to tailor my approach to these two types of clients.

It's the same thing we would do for any business, start by looking at who are the types of people that buy from us.

A little bit of research can go a long way, especially when it comes to reaching out to our ideal audience. By doing a little bit of research we can learn how our customers speak about our products and services, it allows us to make a more tailored approach to connect with more like minded prospects. Ideally when we create advertisements, we need to have the customer feeling like this specific service is made just for him. We want them to feel like we understand their problem and that we're here to help them solve it. That's exactly how I learned how to sell training and become the number one trainer at my gym and that's exactly how we can get your business to do the exact same thing.

The undisputed truth in this world is that there is no single product in this world that appeases everyone, there will always be a bias. When it comes to our ads, the results will show who our ideal customers are. We need to talk to the right audience in order to cut through the clutter. The clearer and more laser focused we can get about our customer, the better our message will be and the more impact we can have. I made lifelong clients when working at the gym, clients that I still have to this day participating in my private practice. By understanding our audience, we can get your business to have lifelong customers as well. There are a lot of different ways to do this, it's possible for every single business, including yours. If you'd like to see how we can do this for your business then contact us for a free market analysis and see how we would tailor your approach and find your perfect audience.

Draft 2

I can remember when I first worked as a personal trainer at Gold's gym, I was told that everyone was a potential client. I was taught that I should talk to everyone in the gym and try to convince them to buy training from me. To be honest, that was the worst advice my sales manager could've ever given me and I'll tell you why.

A lot of small business owners struggle with the thought that if they sell to everyone they'll make a lot of sales. As a PT, I technically was my own small little business and was taught to think the same. I mean sales is just a numbers game right? The more people that know about my service, the more people will eventually buy right? Unfortunately, that wasn't the case. I learned that if you basically try to sell to everyone, you eventually sell to no one. It's quite simple really, just not everyone is going to be interested in your stuff.

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We talk to our major audience to make sure that the people we talk to are actually interested in what we have to offer. As a young trainer I talked to all sorts of potential clients; old and young, skinny and overweight, athletes and non-athletes. The problem is most of them just weren't interested in my style of training. In the same aspect, most businesses just don't know how to tailor their approach to their ideal customers. What I had to learn was what it is that I specialize in and who is my actual ideal client. We do the research to help us understand who our ideal customer is and what they struggle with, and then we can help them solve it.

When I would talk to potential clients in the gym, certain people responded better than others. The older and middle aged individuals were more interested than the younger ones, simply because I knew about mobility and how to alleviate some of their aches and pains. They didn't care about getting on stage and looking like Arnold, what they were interested in was pain relief and feeling healthy and strong. I did my research and learned how to tailor my approach to these types of clients. It's the same thing we

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A little bit of research can go a long way, especially when it comes to reaching out to our ideal audience. By doing a little bit of research we can learn how our customers speak about our products and services, it allows us to make a more tailored approach to connect with more like minded prospects. Ideally when we create advertisements, we need to have the customer feeling like this specific service is made just for him. We want them to feel like we understand their problem and that we're here to help them solve it. That's exactly how I learned how to sell training and become the number one trainer at my gym. And that's exactly how we can get your business to do the exact same thing in your area of expertise.

The undisputed truth is that there is no single product in this world that appeases everyone, there will always be a bias. When it comes to our ads, the results will show who our ideal customers are. We need to talk to the right audience in order to cut through the clutter. The clearer and more laser focused we can get about our customer, the better our message will be and the more impact we can have. I made lifelong clients when working at the gym, clients that I still have to this day participating in my private practice. By understanding our audience, we can get your business to have lifelong customers as well. There are alot of different ways to go about this, it's possible for every single business, including yours. If you'd like to see how we can do this for your business then contact us for a free market analysis and see how we would tailor your approach and find your perfect audience.

Final Draft

Maximizing Profits by Understanding your Audience better than ever.

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A little bit of research can go a long way, especially when it comes to reaching out to our ideal audience.

By doing a little bit of research we can learn how our customers speak about our products and it allows us to craft a more tailored approach to connect with more like-minded prospects.

Ideally when we create advertisements, we need to have the customer feeling like this specific service is made just for them. We want them to feel like we understand their problem and that we're here to help them solve it.

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By understanding our audience, we can get your business to have lifelong customers as well. There are a lot of different ways to go about this, it's possible for every single business, including yours.

If you'd like to see how we can do this for your business then contact us for a free market analysis and see how we would tailor your approach and find your perfect audience.