

Source: Know your audience

Note:

- Talk to the right people, you will get better result
- There's always biased when choosing an audience
- Must understand your audience, so you know what language they speak
- Basic understanding of your audience helps your close better deals
- It makes them feels understood
- There's no product for everyone, there's always biased

Headline:

1. Do this and you will never EVER have to worry about getting more clients.
2. Most businesses ignore this trick and keep wasting money on marketing.
3. One simple trick that floods your business with new clients.

Outline:

- Most businesses have this false analogy of trying to sell their product to everyone. They think selling to more people will get more clients to buy from them. That's not wrong, if you have unlimited budget to waste on an audience that doesn't buy.
- If not, there's a more effective way to attract clients that BUY without spending billion dollars on marketing.
- This is like fishing with a small bait in the ocean. You might get your desired every 100 catches, but your rod might break before you get to that fish.
- If you've done your research on the fish you are looking to catch and understands what bait it favours more, the probability of your catching is going to increase drastically.
- You must be biased when choosing your audience. Giving up the "everyone" market doesn't mean you get fewer clients. Quite the opposite, you are speaking to your targeted audience directly. The message you put out will be 100x more influential.
- That's why you need to identify YOUR specific audience, you need to know what language they speak (not like the actual dialect, but how they need to be understood).
- The fundamental of being able to speak their language is to have some research about them, knowing their demographics, age.
- You don't need to be an expert at it, but you HAVE to know the basic knowledge

- Your message will make your audience feel that you understood them, you can speak out their problem precisely and directly to them.
- They will get a solution(your product/service) from the person that is able to speak out their exact problem.

First Draft:

Most businesses choose to market their product/service to everyone without bias, hoping that more people know about them and will eventually buy from them. I have no problem with that, if you have an unlimited budget to spend on marketing.

In most reality, we don't. We try our best to make the most out of our marketing budget.

In that case, here's a simple trick to improve your marketing without spending billions of dollars:

The Perfect Fish Bait

No, it's not an actual bait for you to catch the biggest fish in the ocean.

The title says "**PERFECT**", but we can all agree that no "one suits all" perfect formula in marketing.

What I mean by "**PERFECT**" fish bait is *The Suitable Bait for The Specific Fish*.

If you choose to target a specific fish and you understand its behaviour, the odds of you catching it becomes tremendously higher than trying to catch a fish in a big ocean.

You know where the fish is most likely going to be. You know the time when the fish comes out hunting for food. You know what the fish likes to prey on.

And, you put out the **PERFECT** bait and watch your reward come flowing in.

Same with marketing, you have to be biased when it comes to talking to your audience.

Giving up the "everyone" market doesn't cause you to lose a big market. As a matter of fact, it saves your marketing cost, allowing you speak to a specific audience that are interested in your product.

You are not wrong to be biased and talk directly to your MOST likely customer. This is going to make your message 100x more influential.

Just like you need to know the behaviour of the specific fish, you need to establish a basic understanding of your specific audience.

You need to do the fundamental research on who they are, what language they speak (not the actual dialect, but how they wish to be understood), what problem they are facing.

With all that information, you put out the ***PERFECT*** message that speaks out THEIR exact problem that your product/service solves.

Your message will make your audience feel understood since you can pinpoint their problem precisely and directly to them.

And, they will seek SOLUTIONS from those who understand their pain points.

If you'd like to know what we can do for your business, get in touch with us <here>.