

The 5 step plan to actually find your audience

Too many people think they can sell to anyone..

Any basic salesman of substance understands this is absolutely not true.

Who are you selling to?

Do you know?

The average business owner believes their product is sold to anyone and everyone, from helicopter to straight males.

I want you to know something, otherwise you may be left behind in the near future.

Marketing is the craftsmanship of the unlazy and the unsatisfied, you can never overdose on the amount of leads you can find.

Therefore, I'd like to shine a light on an insight I and only a few others have learnt, from our multi-million dollar friend.

It's something he likes to call, The Winners Writing Process. And if your brain hasn't been hijacked by TikTok, I'd love to walk you through it.

This simple 5 step process has led millions, to business owners and therefore marketer's bank accounts. 6 questions you need to ask yourself before you start your copy cooking.

Step 1

2 questions you're going to ask yourself before you even start with your headline, you ready?

- What specific business objective am I seeking to accomplish with this project? Why is it important?

- What part of their online presence/funnel is needed to achieve this business objective:

This section is like polishing your shoes before you head to the wedding, but instead it's polishing your brain...

Step 2

Who am I talking to?

Simple, right?

A great way to answer this question is via a screenshot of the perfect customer. This really paints a picture in your mind.

Step 3

Where are they now?

With this I like to get very literal, if you're finding it difficult.

For example, they may be scrolling TikTok, and have come across our ad. You want to plant your mind inside the consumers. Where are they going to next end up. We're the hunters and they're the deer.

Step 4

What do I want them to do?

How easy would it be to kill a deer if you had 100% control over it?

By scouting out exactly where and what you need the consumer to do, you will create a blueprint of exactly how to handle the copy that is needed for success.

And Finally

Step 5

What do they need to experience/think/feel to do that?

With the blueprint all you need to do is create the emotion, the pure will and desire, that will slowly lead the deer to it's resting place.

These 5 steps from the winner's writing process, all correlate with one to create the perfect outcome. You need to take initiative and not half-ass such blueprint.

That is why I stated 'Marketing is the craftsmanship of the unlazy'