

My Ideal Customer

Having a clear understand of who your ideal customer is will make your marketing and sales a great deal easier. One of the biggest mistakes new marketers make is trying to be everything to everyone. Trying to please everyone is a surefire way to business failure. The key is to become an expert at *one* thing, in *one* area. Not a “jack of all trades.”

Not only do experts who specialize in one area *make more money* but they also *attract* business. Clients come to them. I refer to this as *push* versus *pull* marketing. Generalists have to push their wares on prospects. Whereas customers are drawn to experts.

This does not mean you can't be an expert in more than one area. However, when marketing your various expertise you need to target each unique audience separately. Otherwise, if you present yourself as the solution to more than one thing, you'll confuse your audience. So keep the marketing for each specialized product or service as separate from one and other as possible.

Defining My Ideal Customer

STEP 1: What are the pain, problems, and fears of your market/niche?

EXAMPLE: Health & Nutrition Market

POSSIBLE PAINS:

Physical pain - sore back, sore neck, headaches, stomach aches, cramps

Emotional pain - feel fat, low-self-esteem, depression, anxiety

Fears - my wife might leave me, people will laugh at the beach, I'm going to dies before I see my kids grow up.

EXERCISE:

What are the pain, problems, and fears of *my* market/niche?

My market/niche is: _____

POSSIBLE PAINS:

Physical pain

Emotional pain

Fears

STEP 2: What do I stand for? Who do I want to attract? Who do I want to repeal?

EXAMPLE: Consulting Practice

Who do I want to attract?

- Leaders
- Action takers
- Committed to their success
- Hard workers
- Experts who provide value and create results
- Take responsibility for themselves

Who do I want to repeal?

- Biz opp type opportunity seekers
- Victims
- Whiners
- Complainers
- Lazy

What do I stand for? Who do I want to attract? Who do I want to repeal?

EXERCISE:

Who do I want to attract?

Who do I want to repeal?

STEP 3: Develop your customer avatar.

EXAMPLE:

NAME: Norm

GENDER: Male

AGE: 45

APPEARANCE: 5'10" balding, going grey, wears glasses, pot belly, 20lbs overweight, polo shirt, jeans, leather shoes

OCCUPATION: self-employed, \$100K - \$300k per year

COMMON EXPERIENCES: Married, 2 kids, aging parent in seniors home, takes 2 family vacations per year, owns a home, has a mortgage

EXERCISE: Develop your customer avatar.

NAME: _____

GENDER: _____

AGE: _____

APPEARANCE:

OCCUPATION: _____

OTHER:

COMMON EXPERIENCES

Congratulations! You've taken the first step to attracting your ideal customers and "dream clients". If you found that beneficial, let me ask you this...

Would You Like Me To Personally Double, Triple, or Even Quadruple Your Business ...For *Free*?

If this sounds of interest [click here](#).

Talk soon,
Glen Hopkins