



ACTION PLAN

ATTRACT CUSTOMERS

LESSON 1

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WHO ARE YOUR CUSTOMERS & WHAT DO THEY WANT?

In order for your business to grow you need to increase sales. So we should start by advertising your products, right?

Not quite. Advertising doesn't work if it doesn't communicate ideas people care about. That means that in order to successfully advertise your products (and increase your sales) you first must develop the MESSAGE that your marketing efforts will communicate.

Here's the thing, though. You can't know what your marketing message should be until you decide WHO you're talking to. You can't build a relationship with potential customers or know how to help them if you don't know WHO they are. Therefore, building your business really has to start by clarifying who your prospective customers are. Only then will you be able to determine what they're interested in and what they'll care about.

Now, in the past, you may have heard about the importance of "identifying your target customer." Did you do it, though? Did you get crystal clear on WHO your target customer is, what they want, what challenges they're facing, and what motivates them to buy? If you haven't successfully done this in the past, there are likely two reasons not:

- >> An overemphasis on demographics
- >> Looking for answers vs. making decisions

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Overemphasis on Demographics

Okay, first of all, what does this even mean? Well, demographics are "statistical data relating to the population" such as age, income, marital status, etc. So, an "overemphasis on demographics" just means making this type of data too important.

Now, does it help you to know that your target customers are mostly men, age 40 - 60, unmarried, who earn \$100,000 - \$200,000 per year? YES. Absolutely. However, the fact is that many companies sell products to a customer base that is not nearly so defined in demographic terms. Sure, most of your customers probably have a few things in common: perhaps they're all women living in Brooklyn, age 50+, or maybe they all live in Portland, and are between the ages of 19 and 35.

Beyond that though, they might look like they have little in common... if you only look at the demographics.

That's where psychographics come in.

Psycho-what?

Psychographics classify people based on their aspirations, attitudes, and other psychological criteria -- and they're an even more vital part of your target customer avatar than demographics are.

To illustrate this, let's go back to an earlier example: that group of 19 - 35 year-old Portlandians. Now, let's say you're selling snowboards to these people. Would everyone in Portland between the ages of 22 and 35 be interested in buying your snowboard? No, definitely not. However, there might not be any other obvious demographic connect between your customers.

Enter psychographics.

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- >> What interest do you customers share? Snowboarding.
- >> What desire do all your customers share? In this case, maybe they all want to win at snowboarding events -- they all want to be phenomenal athletes.
- >> What attitude do they share? Competitive and not willing to settle for less than the best.
- >> What problems do they face? Low-quality gear that holds them back, physical capabilities, weather-related challenges
- >> What motivates them to buy? The conviction that a product will improve their snowboarding abilities.

Do you see how these customer details can be much more powerful than simple demographics?

Again, though, that's not to say that demographics aren't important. We just don't want to overemphasise them.

Looking For Answers vs. Making Decisions

The other common mistake that I see people make when trying to identify their target customer is to believe that an ideal target customer is "out there, somewhere" and that their task is to figure out who the target customer is.

This is a mistake because the target customer has not yet been defined. Right now, there are just billions of individuals out there, each with their own, unique desires and problems.

It's up to YOU as the problem solver to decide who you will help.

If you already have a product, you might make your decision by determining who your product will best help. Or, on the other hand, if you have an interest that you want to base your company around, then you might determine what problem other

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people with that interest are facing, and decide to create a product that solves that problem.

But it's up to you to decide.

Will you cater your product/solution/message to men or women? What age? Will you only be marketing to people who live in a certain locality?

What solution does your product create? Who desires that solution? What problem are they currently facing?

The answers to some of these questions will determine the answers to others, however, you will also find that many are simply left up to YOU as the product creator and problem solver. Brand your product one way, and it might appeal to women, but if you choose a different style, then it might appeal to men.

It's your job to decide. Making those decisions may be your biggest challenge -- but making them right is some of the highest paying work you can do.

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Step 1

Complete the lesson 1 worksheets to clarify your target customer's identity and desires.

Step 2

Locate at least one group of your target customers online.

Step 3

Engage in discussion with some of your target customers to learn more about them, their desires, and their challenges.