

The Ultimate Customer Targeting Cheat Sheet

**The 3-Step Process For Finding
The Right Customers**



Colin Sprake and Make Your Mark



Introduction

Who is your target market?

Whether you sell clothing or coaching services, the most important step in getting more customers is for you to figure out who your product or service is best suited for. This is called your target market.

It's shocking how many business owners don't know who their target market is. They neglect to narrow their focus on one particular market - opting instead to say that "everyone" is their target market. But such a general target means you have **no target at all.**

Selecting one single target market (at a time) and digging deep to understand them will make or break your ability to get more profitable customers — which is the number one factor to growing your business.



Step 1 Define the problem that you solve

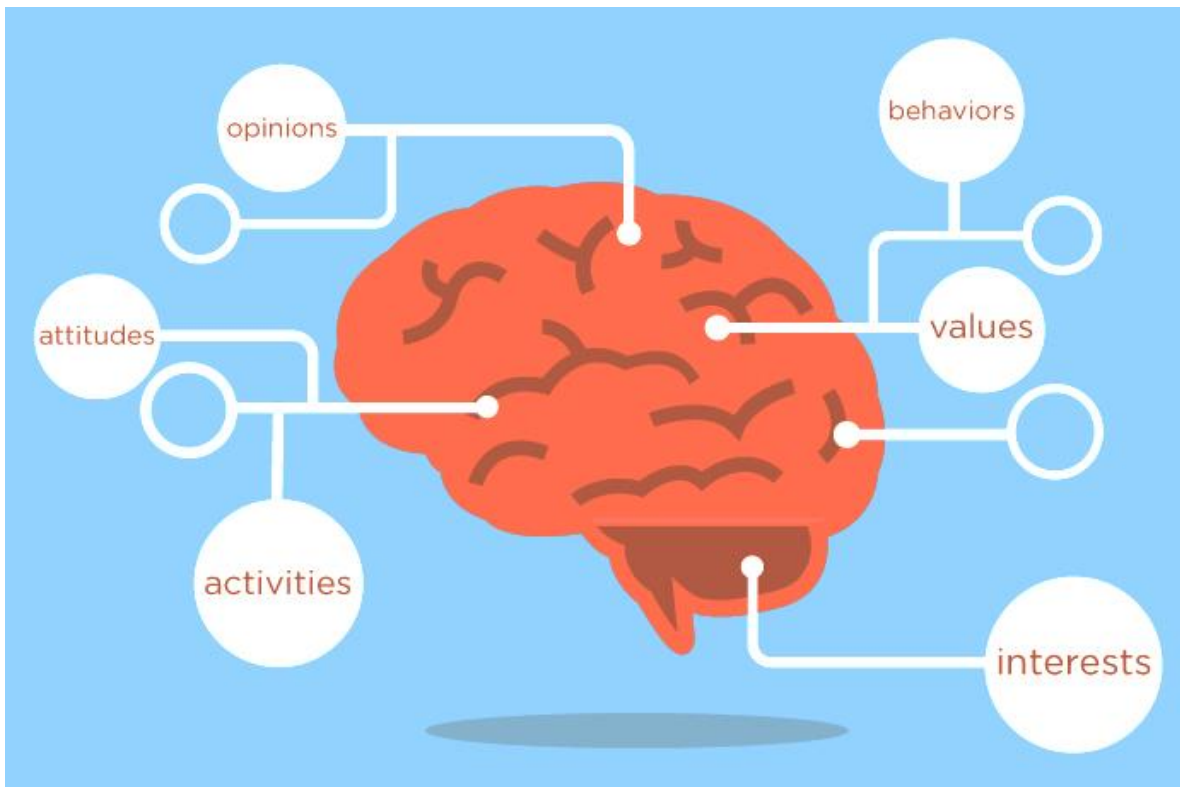
“Do not focus on money, instead focus on a problem that needs to be solved for the world. Money will follow you as a bi-product.” — Manoj Arora

The very first thing you need to do is to figure out what problem that your product or service solves. As an entrepreneur, you are a problem solver. You start with what’s there and you make it better.

So here’s my question to you.

“What problem do you solve?”

After answering this question, you can be deduce who is most likely to suffer from this problem.



Step 2 Create an avatar of the customer

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” — Peter Drucker

After you’ve figured out what problem you solve and the type of people who suffer from this problem, you need to create a customer avatar. A customer avatar is simply a detailed profile of your target customer.

This includes both demographic make-up (age, gender, race, education level, geographic location, etc.) as well as psychographic make-up (behaviour, values, interests, attitudes, activities, opinions, etc.)




Step 3 Find out where they “hangout”

“Customers buy for their reasons, not yours.”
— Orvel Ray Wilson

The people or businesses you are targeting must be in the group you are attending – yes, attending. You need to get up, get out and meet people! It is important to realize that birds of a feather flock together. There is a myth out there that people believe that if they attend groups where non-prospects are, that they will introduce you to your ideal prospects. This is far from ever happening, because you know that like people hang around like people.

Also, remember that every time you are at an event where there are people, it is considered a networking event, whether it’s named this way or not!



“It is always the simple that produces the marvelous.”

- Amelia Barr

You might have read this to get some complicated strategies. But most people don't even do the simple stuff. What you've just read is the simple stuff – just implement these simple steps and forget about the complicated stuff and you will attract more customers than you can handle!