



Identifying & Marketing to your Target Audience

Maybe there are no *bad* clients or customers - but there are bad "fits." Good fits (ideal customers) are out there!

Some things to consider for your target market,

- What is a good client for you?
- Have you had a few "ideal" customers? What do they have in common?
- What are their attitudes and approaches toward life and business? Are they similar to yours? What they would give anything to achieve?
- What problems do they have? How can you help solve them?
- What they do, how they spend their time? What do you think they are doing *right this minute?*
- What is the most important thing they need from your business? (Hint - it's almost never just "the lowest price.")

Review & Reassess Your Previous Decisions and Actions

It is important to know that marketing requires testing and interaction. The basic rules include: Formulate your plan; execute your plan; assess the results. If your plan is working, repeat it. If what you are doing does not work, reformulate your plan. A very important aspect of this reassessment should include conducting a periodic check up to determine if your ideal client profile has or should change.

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Target Market Worksheet

1. MY TARGET MARKET

Who do you most like/want to be working with? Describe them in detail.

2. WHAT NEEDS/PROBLEMS/CHALLENGES DO I ADDRESS FOR THEM?

What do they need? What are they struggling with?

What are they trying to accomplish? What are they losing sleep over?

3. WHAT SOLUTIONS DO I PROVIDE?

What results do you produce when working with clients?

What are the changes in their condition when you're done?

4. PROOF I CAN DELIVER THE SOLUTION

Give examples of solutions you have provided—Tell stories

5. WHAT IS MY UNIQUE COMPETITIVE ADVANTAGE?

How are you different from all of the other businesses that claim to do the same thing?

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Marketing Tactics Worksheet

Let's put what we've discussed into **ACTION** to boost your marketing efforts in the coming weeks.

Keeping in mind where you are right now and to whom you ideally want to communicate, think about the marketing tactics that would make sense for you to implement. Select from the list of tactics included on page 8 of this packet, or use that list to spark other ideas. Your marketing tactics can be any activities that will put you in front of your target audience and will allow you to communicate with those people. Don't be afraid to think outside the box and do something *different!*

Develop three ideas that will set you apart and move you forward.

Marketing tactic 1

What will you do?

Why did you choose that? (In other words, why do you think this effort will reach your ideal target audience?)

How will you evaluate its effectiveness?

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Marketing tactic 2

What will you do?

Why did you choose that?

How will you evaluate its effectiveness?

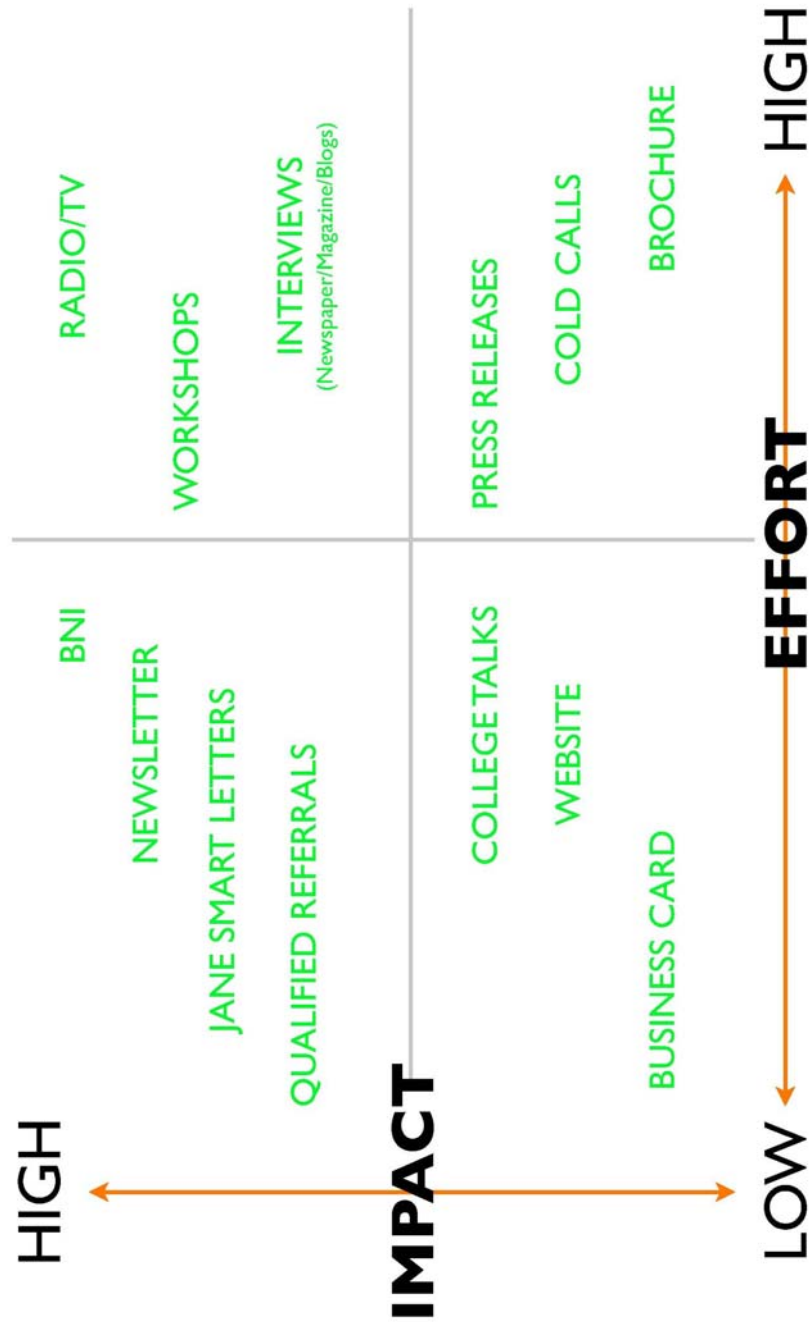
Marketing tactic 3

What will you do?

Why did you choose that?

How will you evaluate its effectiveness?

Sample Marketing Chart



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Examples of Marketing Tactics

Listed below are many ways to communicate with your target audience (i.e., your ideal customers). There are plenty of very effective traditional options - but why not use this opportunity to think about ways to *break out* and set yourself apart?

Direct Contact and Follow-up

Canvassing
Direct solicitation
Direct mail (personalized)
Direct e-mail (personalized)
Outbound telemarketing
Handwritten notes
Sending articles to colleagues
Volunteering
Free consultations
Breakfast, lunch, etc., with key players

Networking and Referral Building

Client referrals
Professional referrals
Strategic alliances
Networking

Testimonials
Letters of reference
Links on other websites
Referral listings

Public Speaking

Workshops
Speeches
Conference calls
Tele-seminars
Tele-classes
Public seminars
Private seminars

Writing and Publicity

Books
Newsletters
E-newsletters
Articles
Columns
Print articles
Newspaper interviews
Letters to the editor
Radio & TV commentary
Print feature stories

Radio & TV interviews
Print quotes

Promotional events

Trade shows
Special events
Sponsorships
Donations (services, products, etc.)
Charity events
House parties
Open houses
Events

Advertising

Print advertising
Classified advertising
Yellow pages
Inserts/circulars
Direct mail (bulk)
Direct e-mail (bulk)

Outdoor advertising:

Airport signage
Billboards

Building signage
Bus benches/boards
Lawn signs
Sky writing/airplane banners
Blimps
Posters and playbills
Stickers/bumper stickers

Point-of-purchase display:

Banners
Counter displays
Mobiles
Multi-media CD/DVD

Radio advertising:

Host-paid radio show
Commercials
Infomercials

Television advertising:

Commercials
Infomercials
Public access television

If you would like help with this exercise or want to discuss how to put it to use, contact me at steve@14allcoaching.com to arrange a free introductory coaching session. There is no obligation to work with me beyond this session and it gives you an opportunity to sample coaching.