

DISCOVER YOUR TRIBE

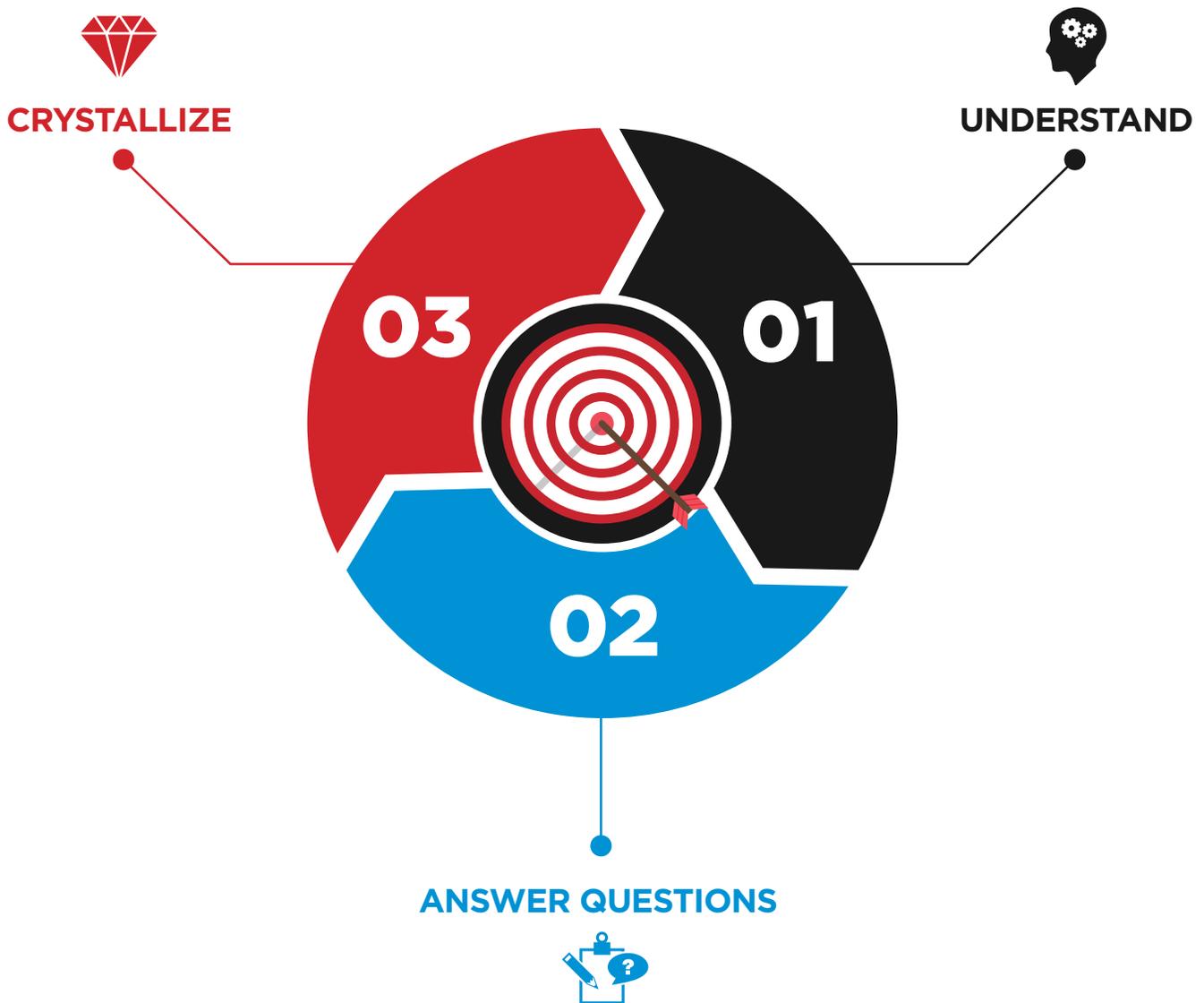
**HOW TO FIND YOUR
PROFITABLE
TARGET AUDIENCE
— THAT WANTS —
WHAT YOU HAVE**

Know exactly who your target audience is
in less than an hour



www.TenxMarketing.com

Follow these three steps in this training and **you'll know exactly who your target audience is** in less than an hour





STEP ONE - UNDERSTAND

“Why Do I Need to Define My Target Audience?”

You don't want to be everything to everyone. Why? When you are generic and general, you effectively dilute your message and just become part of “the noise” that is marketing and advertising.

You get drowned out by the thousands of other messages that are practically shouting at your target market.

When you can niche down and define who would be the best fit for your product or services, you can laser target your messaging to match what your prospects actual desires are.

In short, people are looking for solutions, and you become easier to find as the provider of their solution when you talk directly to them, instead of at them.

What Is A Target Audience?

Your target audience is the ONE person that would be a perfect fit for your product or solution. They want it. They need it. They have the **willingness** and the **ability** to pay for it.

Remember, we're not trying to target everyone, just that one person who fits your puzzle.

It can seem extremely limiting, but think of it this way...

If you're 1 in a 1,000,000 and there are 7 BILLION people on this planet, then doing the math, there are 7000 other people who are similar to you.

Not so limiting now, is it?

How Do I Know When I've Nailed My Target Audience?

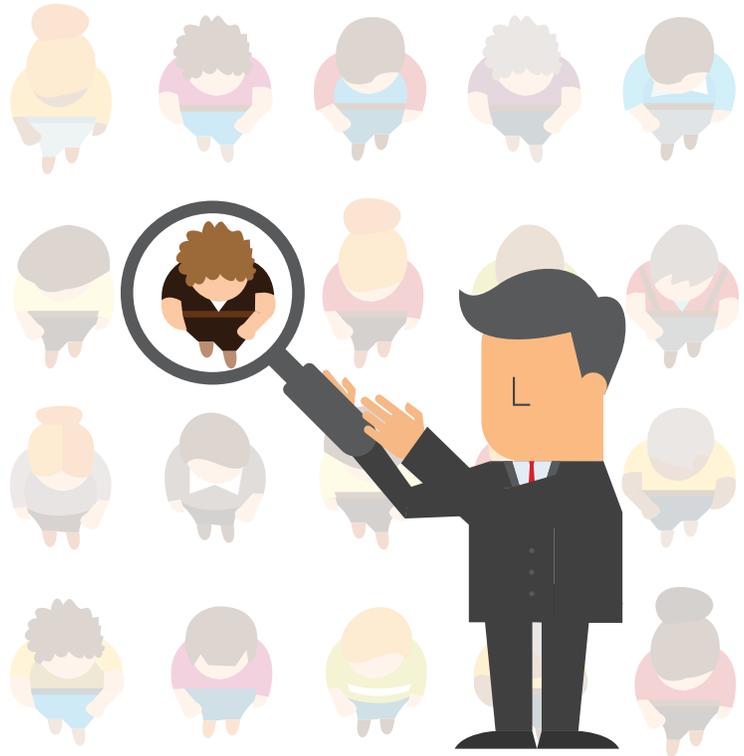
Probably not the answer you're looking for, but you won't REALLY know for sure. What I mean is that you can define certain aspects of your target market such as:

DEMOGRAPHICS

- ▶ Age
- ▶ Sex
- ▶ Married/Single
- ▶ Ethnicity
- ▶ Location
- ▶ etc.

PSYCHOGRAPHICS

- ▶ What kind of personality do they have?
- ▶ What do they think about X?
- ▶ What do they read/watch/consume?
- ▶ etc.



...but when it comes down to it, for now when you're getting started, you'll be working with assumptions or historical data from previous clients/customers you've interacted with.



Ideally, you'll have something like a Google Doc with your **Ideal Client Profile** (some people like to call it a "Customer Avatar") that you'll keep notes on who your target market is.

This Google Doc is a living breathing document that will always be updated as you pay more attention to what your prospects are actually saying and what they do.

This is your secret weapon to always having the right thing to say in your marketing materials from emails, landing page copy, sales hook, and even when speaking face to face.



STEP TWO - ANSWER QUESTIONS

Okay, here's where we get to the meat of this guide...

You'll answer some questions regarding what you already know about your target market as well as what you probably don't know yet.

By the way, it's ok if you don't know the specific answer right now, I'll show you a simple way to find the answer that is worth way more than (and less time consuming) than a 1000 survey responses.

Your Target Market

1. What's their age range? (Ex. Between 25-30)

a. This matters because let's say you're a dating coach. A 20 year old has vastly different wants and needs out of a relationship than a 30 year old does. Where do most of your previous clients/customers fall into? If their age falls all over the place (for example someone wanting to learn guitar), pick a small segment. People between 25-30 are a bit more established and have income, as a 20 year old is probably still eating the value menu at McDonalds.

2. Are they mostly Male or Female?

3. Single? Married? Has kids?

a. Someone who has kids thinks differently than someone who is just married and has the time freedom to take random trips to Cancun.

4. What do they worry about throughout the day?

a. Some people worry about paying off their debt. It's a constant reminder in the back of their head every day when they're not making enough to even cover the interest on their debt.

5. What websites do they visit? What books do they read?

6. What industries do they work in?

7. How have they tried to solve their problems in the past?

a. For example, most people are really bad at their finances. So most people look for advice on how to manage it and they all get the same answer — set up a budget. So they do and they follow it for the first week, but give up on it because it's too time consuming.



8. How would you categorize them?

a. Are they nerds? Moms? Jocks? Business owners?

9. What is it (exactly) that your ideal target wants to achieve?

a. What problem are they trying to solve or what need are they trying to satisfy?

b. Remember, people act on emotions, and justify their actions with logic. They either want to pull away from the pain their problem causes them, or moves towards pleasure they can gain from buying something.

Use this as a starting point to get your Target Market defined.

Always refer to it when you're writing something that your customer will see.

The more you start listening and being aware of what your prospects are actually saying, the more insights you'll gain and the better you'll be able to connect with them.

The 3 Real People Technique

Okay, so you remember how I said I'd show you a way to get more valuable insights than a 1000 response survey?

It's called the "3 Real People Technique".

It's super simple...

Make a list of 3 REAL people that you know (previous customers, friends, family, etc) who might be a good fit for your product or service.

Then schedule a time to talk with them, face to face (or via Skype/Google Hangout), and ask them questions!



Here are some questions you can ask:

- ▶ What's your biggest challenge in [your subject] right now?
 - » If they say they want to exercise more...
- ▶ What would it mean for you to start exercising more?"
- ▶ How would it make you feel?
- ▶ Why is that important to you?
- ▶ What would your day be like if you exercised more often?
- ▶ Why haven't you gotten started?

Ask a question, then shut up. Let them do the talking. Be more focused on listening rather than trying to think of what to say in your head while they're giving you insightful feedback.

Also, don't ask leading questions. Questions that "lead" the person you're asking into giving an answer that is suitable to you.

DON'T ASK

For example,

- ▶ **What's important to you about X? Is it Y? Is it Z?**
- ▶ **Would you say that if you did X...**
- ▶ **Wouldn't it be great if...**

Don't do their thinking for them. Keep probing and dig deeper. Ask them "WHY".

DO ASK

- ▶ **Why do you feel that way?**
- ▶ **Why do you think you can't find the time to start exercising?**
- ▶ **That's interesting, why did you think that way?**

You're looking to understand how they actually feel—what they actually want. You're not trying to see if they'll agree with what you think they want.



STEP THREE - CRYSTALLIZE

Based on what you've found,
what is your company's mission with regards to this audience?
What is your ultimate goal for them?
How will you help them?

Write Your Identity Statement

Hi, I'm _____, owner and founder of _____, where we help
_____ without _____ and all while
_____ and _____.

Example

Hi, I'm **John Smith**, owner and founder of **CleanHouseHappyHouse**,
where we help **new mom's take back control over their house**
in just 10 minutes a day without **losing their minds**.

Now that you know who your target market is...

Special Free Video Workshop:

Discover the cold hard math of what it takes to create a million dollar coaching and consulting business online. In this special video training, TENX Founder Brent Attaway explains the exact systems and numbers behind an actual million-dollar coaching and consulting business, and how to set these up in your business so you can consistently and sustainably attract, qualify, and convert new prospects into customers and raving fans. Success begins with the right plan—watch this workshop and complete the exercise to get crystal-clear focus on how to build and optimize your coaching business online for maximum success.

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