

**WARNING: Before
You Spend One More
Marketing Dollar,
Read This!**



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Unless you have a brand like Coca-Cola or Walmart, you want to narrow your market by clearly defining your market. In other words ask yourself, who are the most likely people to buy what I'm selling. Believe it or not, way too many small business owners and entrepreneurs never ask that simple and necessary question. Why even have a business if you don't know who or if anybody will want whatever it is you are offering!

So you've asked the question, who are the people who are most likely to buy what I'm selling? Now you just need to answer it.

Here are six good questions to ask to help you get a clear answer to that larger question.

1. Who lives in the area I'm selling to?
2. How do people normally buy what I have to sell? (i.e. catalog, store, internet, etc.)
3. Who uses my competition? (You'll probably be fighting over the same people.)
4. What need or desire do I fulfill?
5. What extra benefits are provided by what I offer?
6. Are my clients/customers the end-users of what I offer?

Once you've gotten answers to these questions, look over the answers and start to imagine your ideal client or customer. Describe that person in detail. Are they a man, woman, boy, girl? What do they look like? What car do they drive? What do they read? What do they watch on TV? What kind of music do they listen to? What websites do they have bookmarked? Where do they work? How much money do they make? Literally create this person in your mind.

You are creating one person who represents your entire target market. Your marketing will then be written and driven with that representative person in mind! Give him or her a name and always keep that representative person in the forefront of your mind when you are developing a marketing campaign.

Write up the profile of this representative, and refer to it often, adapting it, changing it as necessary as you learn more specific information about your target group. Keep this profile readily available. Remember it is in essence the description of your most valuable asset, your clients!

Understandably, you may not be able to shrink your target market down to just one person. If for instance you are a restaurant owner, you may have a family to

represent your target market. In any case, narrow it down as much as possible so that when you think of your target market you have single image in your mind that you can accurately describe. That knowledge is extraordinarily valuable because it will focus your marketing efforts and therefore, save you time, money, and a ton of marketing guesswork, trial and error, and energy!

Once you've defined and honed in on your specific group that is your target market, you can begin to search outlets to reach just that specific group of people and not market to those that won't even be interested in your offer.

If you can't get a good idea of your target market, then ask friends, other business owners, or even your competition. Call up your competition and just ask them the type of person or people they normally work with. Don't make this hard, just do what it takes to determine who is most likely to buy what you are offering.

Defining your target market is critical to any level of marketing success. Without a target, firing a gun would be nothing more than just that; there could be no success. Give yourself a target so you can take aim and hit success time after time!

About The Author

Scott Cantrell travels all across the US delivering custom presentations to business associations and corporate organizations providing them the tools, techniques, and concepts to attract more clients, maintain client loyalty, and discover hidden assets they can leverage for growth and higher profitability. He also works directly with Chambers of Commerce and other associations in developing member acquisition and retention programs.

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