

Target Marketing & Why You Must Know Your Customer Avatar



This is a big subject but a very important subject. To market a product or service properly, the first thing you must do is get clear on WHO your ideal customer is, where they are hanging out, and what their challenges are. That is why you must build a customer avatar (otherwise known as a buyer persona)

Knowing this information will impact virtually every aspect of your marketing

Your Content Marketing - what blog posts, videos, podcasts, lead magnets etc that you create that will attract and convert your avatar

Paid Traffic – which ad platforms should you buy traffic from

Products – what solution is your avatar searching for

Copywriting – how should you describe your offers in your email marketing, ads etc

Email marketing – which avatar should receive a specific email marketing campaign

Why Target Marketing

The primary purpose of building leads is to be able to sell them your paid products and services and to effectively do that you must disqualify people who are not interested in your topic / offer

If you try to sell to everyone you will sell to no one

Why?

Because the ideal target audience that you should be attracting ends up not being laser targeted by you. The ones who should be saying “*wow this offer is indeed for me*” ends up saying “*I’m not really sure if this is for me*” and as the saying goes when you sell everything to everybody you end up selling to nobody

When people see your marketing and they raise their hands this means they’re interested in your topic.

You wouldn’t go up to a stranger and ask them to buy your offer would you? This would be like going to a business event and approaching someone who you know nothing about and ask them to be your business partner. It sounds stupidly obvious but a lot of entrepreneurs get this wrong all the time and try to sell their products to strangers right at the first contact.

When you are selling digital/information products its very different to selling physical products and your customer is looking for greater clarity before they buy.

To help you get started with this we’ve created a perfect customer persona template and all you need to do each time is fill in the blanks Then you will look just like you are speaking directly to them one on one

Ours even have names – Peter and Patricia!

Perfect Customer Persona Template



When it comes to perfecting your target customer remember **questions are the answers!**

Name?

Age?

Gender?

Appearance?

Occupation?

Relationship Status?

Kids? How Many?

Own or Rent Their Home?

What Car(s) Do They Drive?

What Do they Do For Fun (Hobbies)?

Where Do They Holiday?

What Do They Read (Magazines, Newspapers, Books)?

Income Bracket

Up to 20,000 per annum?

20,001 to 40,000 ?

40,001 to 75,000 ?

75,001 to 100,000 ?

100,001 plus?

Personal Qualities & Characteristics (Leadership, high achiever, entrepreneurial, health conscious, hard worker etc)

Who Do They View as Experts & Authorities?

Who Do They Follow & Listen To?

Top 3 Most Painful Things In Their Lives?

Top 3 Most Painful Things In Their Business (If they own a business)?

Top 3 Things They are Afraid Of?

Top 3 (Unvoiced) Scepticisms & Objections To Buying From You?

What Are Their Alternatives To Investing In Your Product/Service?

What Will They Most Likely Continue To Do?

What Do They Need To Know About Your Product/Service In Order To Buy It?

What Does Your Target Customer Think They Want?

What Does Your Target Customer Really Want (freedom, quit their job etc)?

If They Could Have Their Absolute Dream Situation What Would That Be?

Now you know this information you will find your marketing so much easier?

Take for instance the new Ultimate Retirement Breakthrough 21 Steps offer

Clearly this is not going to be a perfect fit for everyone but it is perfect for someone 40/50 plus who has a pension or retirement provision problem.

If you were going to do a marketing campaign to promote this particular funnel then completing this template will be really helpful.

In fact if you [look at the sales page](#) for that offer you can obtain a lot of the information straight from there.

Now you can create your Facebook Ads, blog post, videos, social media posts around attracting just the right person for your business

Whatever offer you decide to promote can be handled in exactly the same way and that includes inviting prospects to the [IM Freedom](#) 2 Hour Live Workshop events

When you do this you will have the edge that will get you far more targeted leads and customers who are much more likely to take you up on your front end offers leaving the MOBE sales team to handle the back end sales for you.

Next time we'll look at ways to attract and wow your perfect customer with lead magnets.

Chris & Susan

"I met Chris and Susan a little bit over a year ago and they came on board as affiliates in the MOBE program, they crossed \$100,000 in their first twelve months, actually surpassed it, and they just came out of nowhere. They've been some of our very top affiliates in the entire company and that's saying a lot when you consider we have thousands of affiliates.

If you're looking to learn affiliate marketing, which is really just a method of making money online at home from the internet, I can't recommend Chris and Susan enough. They're great, great people, they really care about any of their clients.

Anyone who gets started with them who wants to learn the business they will take you under their wing. They won't do it for you, they work with people who are going to take responsibility for their own result, but if they see that you're willing to put in the effort, they will help you all the way. They will take you all the way, they will teach you everything you need to know"

Matt Lloyd CEO Founder of MOBE



Chris and Susan Beesley are [MOBE](#) Diamond Consultants. In their professional career they were successful accountants and management consultants who made some bold decisions to change their life and in 2010 they embarked on a journey to build their own online marketing business.

Starting with zero knowledge or experience about online marketing they have gone on to create a multiple six figure business to achieve their retirement dreams

Having discovered a passion for teaching and training entrepreneurs they now travel the world, speaking at events, leading masterminds and showing others how to leverage the power of the internet to create the lifestyle they desire and achieve true financial freedom.

They are authors of **The Mindset Shift—From Employee To Home Business Entrepreneur** and **Goal Setting Success Secrets** and are the creators of **Online Business Breakthrough – How To Breakthrough The Six Figure Barrier** which can be purchased at [MOBE Marketplace](#)

Contact Us

Skype : chrisbeesley1 susanbeesley1

Mobile : +44 (0) 7802 857551 +44 (0) 7850585400

Facebook Page : [ChrisAndSusan](#)

Our Story : [ChrisAndSusanTheMovie](#)