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Defining Your Target Market

By: Fred Raley

Who is this for: Novice to Expert online marketers

What it is about: Defining your target market

When will you use it: Immediately

Why do you need it: Part of learning how to set up your own retirement-income business systems.

1. Background

I see online marketers flailing in their efforts to bring in income all the time; making marketing mistakes like there is no tomorrow. They think they are making a difference but when you pull back the covers, they are just spinning their wheels (and spending their money) with no results to show for it.

The good news is these folks are trying.

The bad news is they are doing it all wrong.

There are some critical lessons that new marketers must learn to see success.

That's where this article comes in!

Building your own retirement-income business systems is not hard... you just need to do it right the first time to avoid frustration.



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2. Defining your target market

One of the most critical mistakes that online marketers make is in failing to define their perfect customer. Frequently, the delusion sets in that “everyone” is a prospect for their product or service. Most often, this is so far off the target as to be laughable.

The problem is in learning how to define that perfect customer. Most marketers try to define what their prospect needs based on what they need.

That's 180° out of alignment!

You should define your perfect customer based on their needs, problems and desires... not YOURS.

Look at your prospect to see what his problems are, what is keeping him up at night, what he worries about most often.

Examples:

Let's say you are selling a weight loss product.

You might think your target market is people who are overweight.

No.

Your target market is people who THINK they are overweight and want to change.

You should target people who:

- a. Have excess weight after childbirth
- b. Want to slim down for bikini-wearing at the beach.
- c. Have health issues due to excessive weight
- d. Have bought weight loss products in the past

Is this starting to make sense?



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No? Ok, here's what I mean.

By defining your target prospect you can then start to design your marketing to solve THOSE types of issues. When you shift your marketing advertising to this concept, you will start to resonate with your prospect ("oh, this sounds like it would solve MY problems... I should take a closer look")

Let's look at another scenario.

You are targeting people who have failed in a home business.

So what would be the things they THINK they need most to be successful:

- a. More leads
- b. Better marketing system
- c. An automated marketing system
- d. A business in a box
- e. A turnkey business system
- f. A system that finds hot prospects for them
- g. Training on how to get new leads from <pick a source>

Knowing this, you could target any of those areas in your advertising and teach a topic or two from this list.

That launches you into a far more professional position: Trainer, teacher, helper.

Folks naturally then start to know, like and trust you more and will be more willing to follow your advice and potentially buy your product or service.

Taking consistent action on a persistent basis will give you success like you have never imagined.



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