



CHOCTAW WEBSITES

How to Find Customers Who Will Buy

Knowing your demographic, which is the group of people who will buy your products and services, is crucial for marketing your business. You need to niche down to your specific customer to know how to reach them. We will help you know and find your ideal customer.

Start With Defining Your Ideal Customer

Let's start with understanding who your Ideal Customer is. We're going to help you niche down to understand who that is. You're not targeting an audience, you are targeting one individual. Once you know who that is, you will better know your entire audience.

You're going to need to reflect on past clients. Begin by thinking of an individual that you either have already most often served, or the person you think would be best served by your services/products. Be very specific.

- Name:
- Age:
- Profession:
- Education:
- Where does he/she live:
- Annual Income:
- Family status: (kids, home life, etc.)
- What are his/her dreams and aspirations?
- What scares him/her? What keeps him/her awake at night?
- What religion, political affiliation, and ethnicity:
- What does he/she do in his/her spare time? (Clubs, sports, activities, hobbies, magazines they read, affiliations, etc.)
- Articulate, in detail, his/her biggest problem.

- How does your product fix that? (for example, not making enough money, no spare time, looking old, never getting married, feeling unloved, feeling unworthy, . . .)
- Explain why they haven't solved this before.
- Explain why YOUR solution is different, unique and better.

Unique Selling Proposition

Define your message that speaks to your ideal customer, as if you were speaking to only that one person. You can develop a Pledge or an Elevator Pitch or both.

Option 1

Offer A Pledge

For Example:

Our Pledge to you:

We will listen to our viewers.

We will always be entertaining and authentic.

We will celebrate independence.

We will be proud Americans

We will provide

We will always

We will give/do/be

You will receive

Option 2

Elevator Pitch

Examples:

1. I help you _____ by _____, always _____ with lasting _____.

2. The only _____ that allows you to _____ and still _____ and _____.

3. I produce _____ with _____.

4. Great _____, Extraordinary _____, World Class _____ and great _____.

For additional guidance in this process, feel free to contact me. I look forward to serving you.

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