

How Well Do You Know Your Prospects? Take this 10-Point Quiz to Find Out & I...

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It's crucial to know your prospects if you want to market effectively to them. Take this quick quiz to see how well you know and understand your prospects. If you can't answer these questions, how can you be sure you are connecting with your audience in a relevant and meaningful way?

How can you be sure you are reaching them with a compelling message about your product or service?

How can you be sure you are tapping into the conversation they are already having inside their own head with respect to your product or service?

I would argue you can't. And if you can't do these things, your marketing will not be effective.

1. Who are they?
2. Where do they live ... work ... play?
3. What problem do they have that you can solve?
4. How does your product or service fit into their life?
5. What else do they buy in your product or service category?
6. Where do they get information regarding your product/service?
7. What is most important to them?
8. What are they most afraid of?
9. What is their emotional connection to your product/service?
10. How will they rationalize purchasing your product/service?

How'd you do? If you can't answer these questions, odds are your marketing message isn't connecting with your prospects. And if your message is not connecting with them, you won't be very successful in selling them on your product or service.

Take the time to get to know your customers and prospects. Learn all you can about them. Use this quiz as a guide. When you do you'll be able to speak directly to their needs and concerns with your marketing, they will respond. And your business will thrive.

Identify The Ideal Target Audience With These 5 Tips

Narrowing your focus to one primary group of people is often difficult for small business owners. They want to help everyone — and very often their product or service CAN help a variety of people.

It also goes against human nature to narrow your focus in order to grow a business. Common sense seems to tell us if we want to grow our business big, we need to appeal to more people.

In reality the opposite is true. When we narrow our focus to a particular group of people we become an expert in solving their particular problems. We get to know them very well and we can develop additional products and

services to fill their needs.

So how do you decide who to market to?

Following are 5 tips:

- 1) Think about the type of people who can MOST benefit from what you have to offer.
- 2) Think about who you would most enjoy helping, or working with.
3. Think about the type of people who will be easiest to reach, AND who will be most receptive to what you are selling. These will be people who KNOW they have THE problem you can solve and are LOOKING for a solution.
- 4) Know that just because you select a particular group of people to focus your marketing on, does NOT mean you can't help others who may come to you. It only means you're going to focus your proactive marketing efforts on the target group you select.
- 5) Lastly, don't over-think it. Listen to your gut, pick a group you feel you can really help and proceed with the development of your marketing plan. Marketing is a fluid process. The important thing is to start. You can always refine your audience and your plan later as you learn more. <http://www.freeearningtips.com>

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