

# 3d Target Marketing Workshop

**How to Create Your Own Perfect Customer Profile and Connect With Your Ideal Target Audience In Order To Build Your Dream, Long-Term Business**



**3d Consulting Services**

*Magnify Your Mission : Multiply Your Reach*

# Disclaimer

These course notes have been written for information purposes only. Every effort has been made to ensure that they are as complete and accurate as possible. However, there may be mistakes in typography or content. Also, these course notes provide information only up to the publishing date. Therefore, these course notes should be used as a guide - not as the ultimate source.

The purpose of this course is to educate. The author and the publisher do not warrant that the information contained in these course notes are fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this book.

Copyright ©2019 Tim Dodd Consulting Services Ltd  
All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior permission of the author.

First published in Great Britain in 2019  
Tim Dodd - 3d Consulting Services  
[www.3dConsultingServices.com](http://www.3dConsultingServices.com)  
[help@3dconsultingservices.com](mailto:help@3dconsultingservices.com)

Created by 3d Consulting Services



# **3d Business Growth Workshop**

**How to Create Your Own Perfect  
Customer Profile and Connect With  
Your Ideal Target Audience In Order To  
Build Your Dream, Long-Term Business**

## **Training Notes**



**3d Consulting Services**  
*Magnify Your Mission : Multiply Your Reach*



# Contents

Introduction .....	1
What is a Target Market? .....	1
Why Laser-Target Your Market? .....	2
Benefits and Solutions .....	3
Module 1 - The Essentials of Market Research.....	4
Quantitative vs. Qualitative Data .....	4
Your Target Market Profile .....	5
What You Don't Know.....	6
Online Market Research .....	7
Module 2 - The Top 5 Methods of Online Market Research .....	8
Online Surveys .....	9
Blog Questions.....	9
Your Email List .....	9
Forums and Q&A Sites .....	9
Social Networks .....	10
Don't Forget Offline Market Research .....	10
Module 3 - How to Use Online Surveys to Research Your Market.....	12
Stick to One Issue.....	12
What to Ask .....	12
Tools to Make It Easier.....	13
Give Them a Nudge.....	14
Who to Send Your Survey to .....	14
Module 4 - Learn about Your Market Through Your Blog .....	18
Ask a Question.....	18
Always Answer Comments.....	18
Email for More Info.....	19
Make Your Blog a Nice Neighborhood .....	19
Use Comments for Future Posts .....	19
Spy on Your Competition .....	19
Beyond Your Blog.....	19
Module 5 - How to Use Email to Better Understand Your Market.....	21
Email Makes Surveys Easy.....	21
Opinion Surveys by Email.....	21
The Dreaded Delete Button .....	21
Spicing up Your Surveys .....	22
Share the Results .....	22
The Disadvantage of Email Surveys.....	22

## [How To Create Your Own Customer Profile & Connect With Your Target Audience](#)

Module 6 - Fly on the Wall – Where You Can Go To Listen to Your Market.....	24
Forums and Q&A Sites .....	24
Social Networking Sites.....	24
The Online Market Research Flow .....	25
Listening To Your Market .....	26
Module 7 - Offline Methods of Conducting Market Research .....	28
In-Person Surveys .....	28
Focus Groups .....	29
Observations.....	29
Live Events .....	29
Offline and Online Market Research .....	30
Module 8 - Your Perfect Customer : How to Create Your Target Market Profile .....	31
Demographic Information.....	31
Lifestyle and Hobbies.....	31
Morals and Values .....	32
Pain Points .....	32
Shopping Habits.....	32
Stereotyping Can Be a Good Thing! .....	32
Module 9 - Keeping Track of Your Changing Market .....	37
Conduct Regular Market Research.....	37
Improve Your Offerings.....	37
Keep in Touch Online .....	37
Sign Up for Alerts .....	38
Don't Make Assumptions.....	38
Monitoring Your Changing Market.....	39
What You'll Implement Now .....	39
Appendix 1 – Summary Checklist .....	40
Appendix 2 – Infographic: Top 10 Best Target Marketing Practices.....	48
Appendix 3 – Infographic: 10 Major Target Marketing Mistakes To Avoid .....	49
Appendix 4 – Review of Learning .....	50
NOTES .....	53

# Introduction

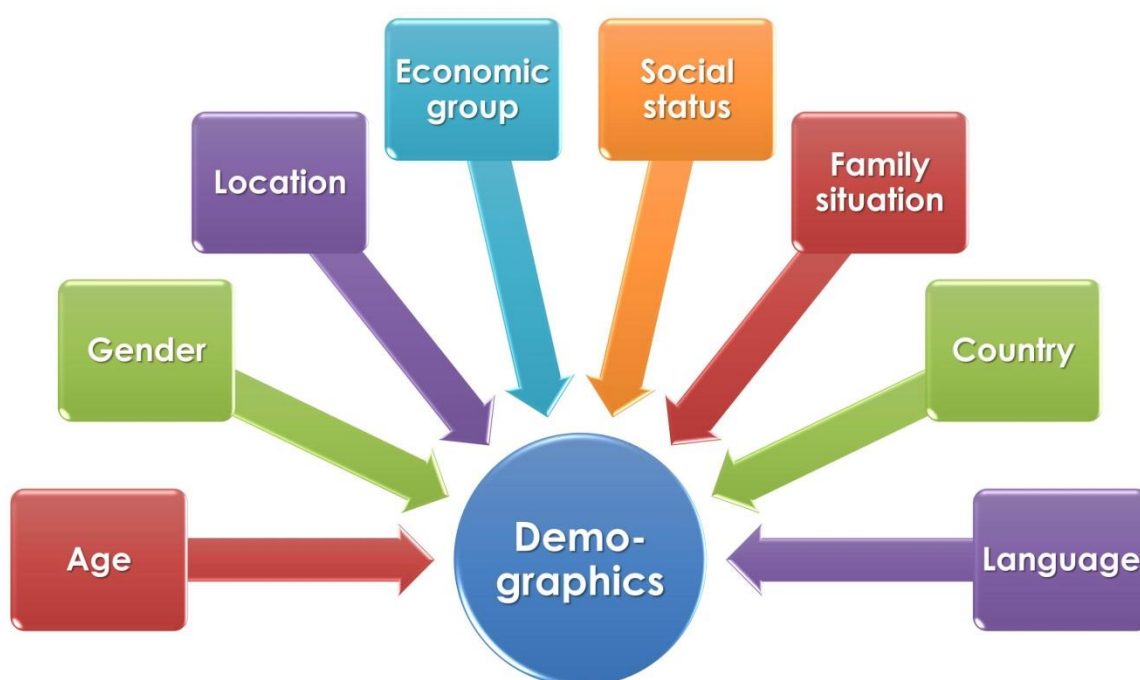
No matter what type of business you have, you need a target market. There are people who want and need your products, and the goal of your marketing efforts is to connect with them. Without a clearly defined target market, you're taking shots in the dark and just hoping that you'll find people who will buy. You have no real idea if you're aiming too high, too low, or in the wrong direction entirely.

## What is a Target Market?

A target market is a group of people that have related characteristics and need, and to whom you direct your marketing and product efforts. It's a specific audience.

Target markets are defined by demographics such as age, gender, location, economic group, social status, family situation, country and language. A few examples of businesses with target markets would be:

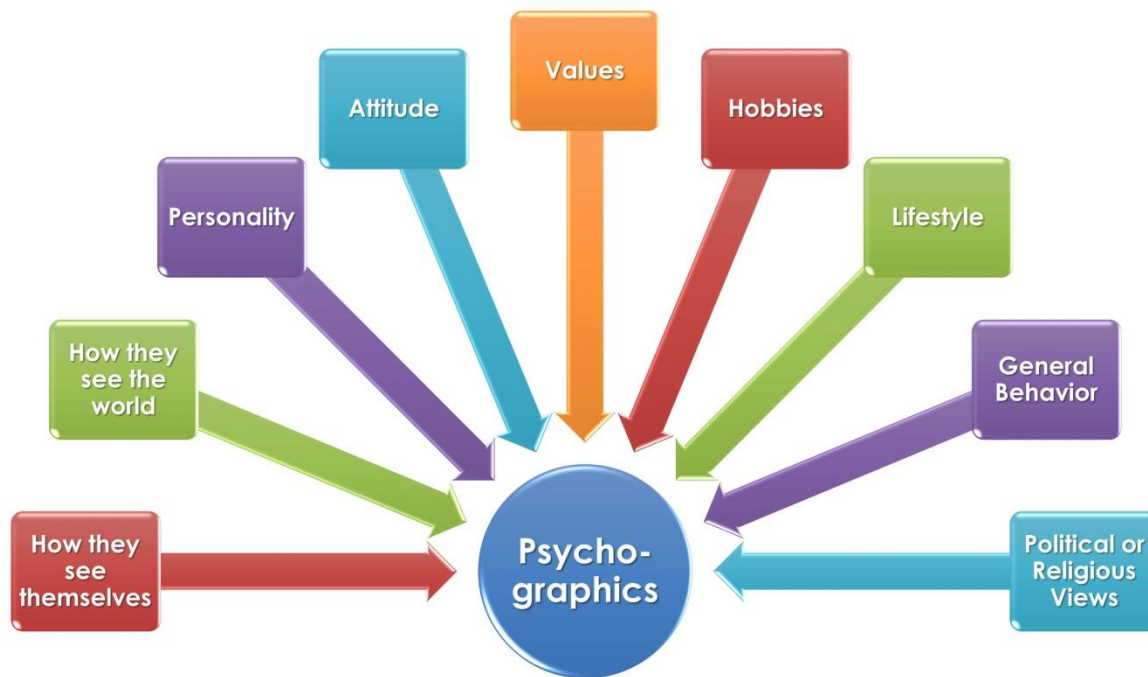
- A shopping network that targets working moms over 30
- A resort that targets retirees
- A store whose target market is young families
- A clothing store that targets teens who see themselves as 'alternative'
- A winter sporting goods supply store that targets people in cold areas
- A blog that targets well-to-do expatriates



## [How To Create Your Own Customer Profile & Connect With Your Target Audience](#)

You'll notice that in the examples above, not all the information is demographic. For example, take teens that see themselves as 'alternative.'

Other factors in target markets include psychographic data, like how your audience sees themselves or see the world around them. This is just as important as demographic information. Some other examples of psychographic information include:



### **Why Laser-Target Your Market?**

In marketing, there is no in between. You either hit or miss. If you don't target your market perfectly, you'll waste your advertising dollars broadcasting your message to the wrong people. Again, to take an example above, an ad for your resort for retirees would be pretty ineffective if it showed teens snowboarding and loud punk rock music.

Your target market needs to be specific, because you can't make everyone happy. If you cast your net too wide, you'll be speaking to people who have no interest in your products or services. They'll just tune you out like white noise in the background.



## Benefits and Solutions

The key to successful marketing is to identify your market's pain or problem and offer a solution. If you know exactly who they are, you can communicate your product's benefits and the results they can expect in a language they understand. Tell your target market of retirees that at your resort, they don't have to fight the crowds. Tell your alternative teens that they don't need to fit in with the squares.

One added benefit is that your target market can relate to each other. By identifying them and marketing to them, you can create a 'tribe' based around common interests. This is especially powerful online, where people spend a great deal of time on social networking sites, forums, and blogs.

When defining your target market, be careful about making assumptions. Marketing is a science and you need to look for objective data. Research your target market and they'll tell you what they like, what they think, and what they want from you.

### ***Brainstorming Activity:***

1. Write a brief description of your target market as you see it today, without doing additional research yet.

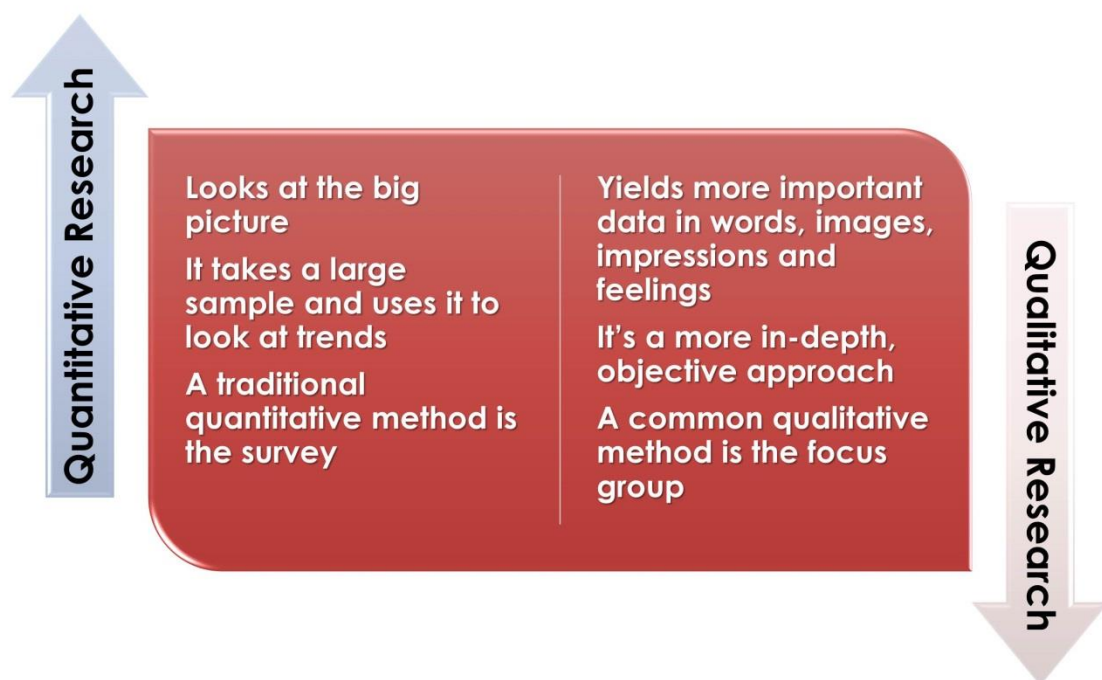
***My Target Market Is...***

# Module 1 - The Essentials of Market Research

Market research gives you a picture of your target market so that you can create and grow a business that meets their needs. You have to know the people in your market perfectly so that you can connect them to the products and services that are best suited for them. In order to do this, you need to gather and analyze hard data about your audience.

## Quantitative vs. Qualitative Data

There are two types of data – quantitative and qualitative. Both are essential for creating an accurate picture of your target market.



Quantitative research looks at the big picture. It takes a large sample of over a hundred people or more and uses that sample to look at trends. If you pick one hundred random people in your market, you can probably assume that they represent the general population of your market.

A traditional method in quantitative research is the survey. Through your survey, you may discover, for example, that 70% of the sample finds your new product attractive. You'd then assume that 70% of all consumers would think so as well.

Qualitative research is tricky, but it yields important data that you don't get through quantitative methods. It deals not in numbers but in words, images, impressions and feelings. It's a more in-depth, objective approach where you interact with your sample audience.

A common qualitative method is the focus group. This is where you gather a small group of five to ten people from your customer base and encourage a discussion about your products using a set of questions. Qualitative methods also include interviews and projective techniques like role playing.

## **Your Target Market Profile**

The goal of market research is to create a profile of an imaginary person who is your perfect customer. The profile has to be as complete as possible. It should include not only demographic and geographic information, but also how they feel about things. This is called psychographic data and it's equally important. Psychographic information includes things like how people in your market see themselves, how they use your products, what they're most afraid of, what they hope for in the future, and so on. Some businesses even give this imaginary person a name, like Fred or Simone.



One added benefit of creating a personal profile is that you can write your sales copy directly as if you were speaking to someone in your market face-to-face.

## **What You Don't Know**

Market research is a process of discovery. You need to be objective and let the data you discover inform you. The deadliest mistake is to make assumptions. Go into your research process openly, assuming that you know nothing about your audience. Rely on the data you discover and not guesswork.

### ***Brainstorming Activity:***

1. Looking back at the target market description you just wrote, list information you are missing that you'll need to research in order to build a more complete profile of your ideal target customer.

## Online Market Research

### Demographic Data Required

1.

2.

3.

4.

5.

6.

### Psychographic Data Required

1.

2.

3.

4.

5.

6.



## Module 2 - The Top 5 Methods of Online Market Research

For marketers, the Internet is a blessing. Never has there been so much information about consumers and how they think right at your fingertips

In years past, marketing firms and businesses had to rely solely on costlier, more time-consuming methods like focus groups, surveys and other data-gathering methods. Online research offers some excellent shortcuts.

Whenever you start an online marketing campaign, the most basic step is to gather relevant keywords. Keywords are essential but they don't get you much hard data about your target audience other than what they're searching for online.

Here are the top 5 other methods used to do market research online.



## **Online Surveys**

The survey has always been a viable method of conducting quantitative market research and discovering general trends. Now that we can do surveys online, it's much cheaper and more convenient than standing in the shopping mall harassing passers-by. You can use software programs that automate everything for you, tallying the results so you don't have to. Online surveys are particularly effective because respondents can be completely anonymous.

## **Blog Questions**

On your blog, you can gain valuable information from your readers by simply asking questions. Write a blog post and at the end say something like, 'What do you think about this?' People love to share their opinions and they'll eagerly do so. The great thing about blog questions is that they're versatile; you can introduce a new line and ask them directly what they think, or share a story that's unrelated to your business and ask for their opinion to find out how they feel about life in general.

## **Your Email List**

If you have an email list, this is a wonderful audience for your questions. Mixed in with your valuable content and targeted offers, you can ask them questions and use this data for future offers. The great advantage with your list is that they're pre-screened. You already have a built-in audience that's interested in your products or services.

## **Forums and Q&A Sites**

Online forums and question-and-answer sites are a natural source for gathering information. You often don't even need to ask; someone else may have started a discussion on the topic. If you want to know, for example, how people feel about Facebook's new Timeline format, chances are good that people are already talking about it.

## Social Networks

Social networks are priceless because there is far more happening than just personal discussions. On sites like Facebook, people tell you exactly what they like. You can look at the kind of content they share to get an idea of what they're into. Sites like Twitter and Facebook also offer apps that help you do market research.

## Don't Forget Offline Market Research

The Internet makes market research easy, but it's still a good idea to research offline as well. The main advantage of offline research is that it's more in-depth. Focus groups, for example, give you personal interaction that you don't always get online. Participants are more engaged in the sessions and they're likely to tell you more. The best strategy is to do market research both online and off, depending on your budget and resources.

### ***Brainstorming Activity:***

1. For each of the research methods listed, note the type of information you want to gain from each.

## Online Market Research

### Method / Information To Gather

#### ***1. Online Surveys...***

## Online Market Research

<b><u>Method /Information To Gather</u></b>
<b><i>2. Blog Questions</i></b>
<b><i>3. Email List</i></b>
<b><i>4. Forums &amp; Q&amp;A Sites</i></b>
<b><i>5. Social Networks</i></b>
<b><i>6. Other</i></b>

## **Module 3 - How to Use Online Surveys to Research Your Market**

The quality of your market research data is only as good as your sample and the questions you ask. Ask the wrong questions or the wrong people, and all of your efforts will be in vain. If you conduct your online survey correctly, you can gain valuable information about how your market thinks and shops.

### **Stick to One Issue**

Start creating your survey with a goal in mind. Don't try to tackle everything at once. Decide what specific information you want to know. This will help you choose the right question and keep the survey from being unfocused. It's better to do multiple surveys for different types of information than to overwhelm people and have them leave the survey incomplete.

For example, if you want to ask people about products they use, stick to that topic. If you want to discover their pain, frustrations or problems, make that the focus.

### **What to Ask**

When you have a clear goal, questions will usually spring to mind automatically. The best strategy is to generate a huge list of questions and then eliminate the ones that aren't appropriate or which overlap too much.

All questions should be easy to answer and they shouldn't be too open-ended. Don't challenge or frustrate your respondents, or they'll give up on the survey. For example, don't ask them something like, 'Would you buy this product ten years from now?'

Avoid any type of leading question. Your goal is to get objective data about how your market feels, not lead them to agree with you. Leading questions taint your results. Avoid questions like, 'Do you feel like shopping at big department stores is



playing right into massive earth-polluting and slave-driving corporate hands?'

Remove any questions from your list that aren't completely relevant. Every question should be in line with your goal and provide you with information you can use.

Remember that they're taking people's valuable time to answer your survey.

Some questions to understand the problems your target market might face include:

What are the biggest challenges you face in your life or work?	
Why are those challenges a problem for you?	
How have those challenges affected your life or work?	
What do you do now to deal with those challenges?	
Why did you choose those solutions?	
How well do those solutions solve your problems?	

Finally, be careful about questions that might offend or alienate someone. Assume that your respondents are sensitive and going to take things personally. An example would be asking them how much money they earn, and then asking them to include their name on the survey.

## Tools to Make It Easier

There are a number of software tools at your disposal that make surveys easier and which will give you example questions to ask. One is [SurveyMonkey](#), which lets you create surveys and polls quickly. The program is easy to use and everything is done online. It gives you lots of variety and customization features, like the ability to skip or vary questions depending on previous answers. There are also templates you can use if you're not sure what questions to ask.

A more extensive program is [Zoomerang](#). Zoomerang has been around for more than 10 years and is used by a number of Fortune 500 companies.

Absolutely everything is customizable and it has a wealth of features. Zoomerang is fancier than SurveyMonkey, but also costlier.

### **Give Them a Nudge**

There are many people who are quite happy to give their opinions, but you can sweeten the deal by offering an incentive. Incentives could include a small freebie, free entrance into a contest, a coupon, a discount, or a complimentary membership to a website. Offering a freebie is a very common method and it works to get the fence-sitters to participate.

### **Who to Send Your Survey to**

If you have a ready-made list of loyal subscribers you can send your survey directly to them. If they're already associated with your brand, they'll often be happy to have some input. However, if you don't have access to a pre-qualified group there are a number of other methods of getting your survey out there, and in front the right eyes.

- **Go to where they are.** If you've discovered that a decent percentage of your market can be found on Facebook, for example, create Facebook Ads that offer something of value in exchange for taking the survey.
- **Link to your survey whenever possible.** Advertise it in your email signature, your blog, or as a prominent link on your website.
- **Get a readymade audience.** Some platforms such as Survey Monkey have a feature that allows you to choose your target demographic and start getting feedback from their audience immediately.
- **Enlist help.** If you're on good terms with other marketers within your niche, tap into their audience. Ask them if they'll send your survey out to their customers in return for sharing information gathered.

### ***Brainstorming Activity:***

1. Using the sample questions and your notes about what information you need about your market, identify the goal of your survey and draft five to ten short questions. You can set up a free account in Survey Monkey to set it up, ready to share.
2. Make a list of places you'll share your survey and how you'll encourage people to respond.

### **Online Market Research**

***The Goal of My Survey Is to...***

#### **Survey Questions**

**1.**

**2.**

**3.**

**Survey Questions**

**4.**

**5.**

**6.**

**7.**

**8.**

**9.**

**10.**

**Where You'll Share Your Survey**

1.

2.

3.

4.

5.

6.

**How You'll Encourage/Incentivise Responses**

1.

2.

3.



## Module 4 - Learn about Your Market Through Your Blog

Your blog offers a wonderful way to interact with your target market and learn about their thoughts, feelings, and buying habits. Blogs are actually a form of social media that should be used to interact with your audience. If you use your blog well, you can find out all kinds of information through it.



### **Ask a Question**

One of the best ways to learn about your market is to come right out and ask a question. Write a blog post on a topic related to your business or product, and then at the end, ask readers what they think. They'll give their opinions in the comments and you'll learn valuable qualitative data.

### **Always Answer Comments**

Once you ask the question and start reading comments, your job is far from done. Take the time to respond to every commenter. Thank them and comment on something they said, or answer their question if they've asked one. You can also use this opportunity to follow up on their comments and ask them for more details.

## **Email for More Info**

You can also choose to email respondents for follow-up details. Sometimes this is a better approach because they may be more willing to share their opinions privately with you. You may also not want to look like you're soliciting information. Only use the email address they provide on the blog's comment form.

## **Make Your Blog a Nice Neighborhood**

Often, people won't leave their comments because they're afraid of getting attacked or insulted. A way to help them overcome this is to be as supportive and personal as possible. While your blog should generally stick to business, share a personal story sometimes. Make sure you have a nice, smiling picture as an avatar. Be friendly and welcoming, and readers will be more likely to interact with you.

## **Use Comments for Future Posts**

When people comment on your blog, they tell you what they like or don't like. They may also express interest in learning more about something. Use this feedback for future posts. For example, readers may ask a question about something you said in the post or something related to it. Start a list of these topics. You'll get the double benefit of a ready source of new blog post ideas while giving your audience what they want.

## **Spy on Your Competition**

You can get great information about your market just by looking at your competitors' blogs. There's a good chance you share your audience with them, so see what their readers have to say in the comments. You can use your competitors' blogs for future post ideas as well.

## **Beyond Your Blog**

The technique of asking questions to get a discussion going for market research purposes is one you can use anywhere. Try it on your Facebook profile, Twitter feed

or any forums you belong to. The key is to approach it not as a marketer gathering information, but as a friend asking for opinions. This makes people much more comfortable and the information they give you will be more honest and thoughtful.

### ***Brainstorming Activity:***

1. From the ideas listed, note which ones you'll use in your next 3 blog posts, including the topic of the post and how you'll use that method.

***My Next Blog Post Topic Will Be...***

#### **Which Approaches Will You Use & How?**

1.

2.

3.

## **Module 5 - How to Use Email to Better Understand Your Market**

Email is a great way to do market research. It's cheap, easy, and results are fast. If you have an email list, you already have a pre-screened sample of your target market. By simply signing up, those people have expressed interest in your products. Here are tips on how to use this valuable market research tool effectively.

### **Email Makes Surveys Easy**

One of the biggest advantages of email is that it makes responding to your survey easy. All your subscribers need to do is hit 'reply' and the results of the survey get sent back to you. You can make it even easier by giving them simple check boxes to click. They don't even need to enter any text. You can include an optional opinion form at the bottom for any extra comments.

### **Opinion Surveys by Email**

Opinion surveys also work well through email, but because they involve more action on the part of your respondents, response rate isn't as high. However, the information you receive is more in-depth and higher quality. These are surveys in which you throw out a suggestion or ask for ideas, and people respond with their opinions. Since you're asking people to do more, it's good to offer an incentive or reward for participating.

### **The Dreaded Delete Button**

The major downside of email surveys is that your respondents can hit the delete button and make the email disappear forever. There are a few ways you can reduce the risk of this happening. One is to make sure the 'from' line tells the recipient who you are and the 'subject' line explains what your email is about. Tell people why you want their input and how you're going to use it to improve your products or services. Tell them also how long the survey will take.

## **Spicing up Your Surveys**

One way to make it more fun and encourage participation is to liven up your survey with images or other attached files. This takes advantage of the unique capabilities of email and makes a survey more engaging than ordinary snail mail surveys.

## **Share the Results**

People don't like to be left hanging, so share the results of the survey with all participants. You can do this through email or by publishing the results on your blog. Let people know at the time of taking the survey when and where they'll be able to see the results. Be sure to thank them as well.

## **The Disadvantage of Email Surveys**

There's just one major disadvantage of email surveys. Not everyone uses email. This limits the audience for your survey. If you need input from people of all ages and demographics, email may not be the most suitable method. Email surveys work best for groups that use it often like business people, college students, association members, or subscribers to your list. Keep this in mind when planning your survey.

### ***Brainstorming Activity:***

1. Using the ideas discussed, draft an email to your list asking them to complete the survey you created earlier.
2. Note how you'll share your results.



## Draft Email to Your List

***Subject Line:***

***Email Copy***

***Intro...***

***Reason...***

***Benefit...***

***Call to Action...***

***P.S....***

**State How You'll Share The Results**

## **Module 6 - Fly on the Wall – Where You Can Go To Listen to Your Market**

On the Internet, it's easy to find people asking questions, commenting, sharing content, and giving their opinions. These websites are a goldmine of opportunity for marketers. If you can find out where your target market is talking, all you need to do is listen. They'll tell you everything you need to know in order to connect them to products and services they need.

### **Forums and Q&A Sites**

Online forums and question-and-answer sites help you in a number of ways. You can use them to discover what topics are hot right now. For example, if you're designing a new Internet marketing product, you can visit an IM forum and see what people are talking about. If there's a lot of discussion on how to use Facebook's Timeline format, you can create a report or course on how to use it effectively.

On forums and question sites, you can find good respondents for your surveys and other market research. Look at the members who are most active and leave the most replies. This tells you that they love sharing their opinion and they'll happily do so for you.

You can discover other priceless insights by looking at what people are saying. Read threads that are relevant to your products or services and they'll tell you exactly what people are looking for. You can search these sites for keywords and if you don't find what you need, start your own thread asking for opinions.

### **Social Networking Sites**

Social networking sites are even better than forums and question sites. There is a lot of discussion and engagement on all sorts of topics. You can use them to find out what's trending and how people feel about it.

Most social networking sites have a way for users to express their interest in content they like. On Facebook, they're aptly called 'likes.' When lots of people like something, this tells you that it's popular. You can look at your own page likes or what your target market likes on competitors' profiles.

One of the reasons social media sites are great for market research is that they have detailed profiles. By looking at your customers' profiles, you can find out what other interests they have. This is a great source of non-demographic information, like how they see themselves, what they think about current events, or how they use the products they buy.

One key difference with social media is that you need to be more subtle. When you ask a pointed marketing question, it may put people off. Social media sites are used for entertainment and socializing mostly. People like to hang out online with their friends and share content they like. Take a friendly and personal approach. It helps if you have a lot of friends already on the site who you interact with casually.

Facebook is still the largest social media network, but it's good to have a presence on as many as possible. Each offers unique ways to do market research. For example, on YouTube you can see which videos are getting the most views.

## **The Online Market Research Flow**

Find out where your target market hangs out online and then join the discussion. Start by identifying your audience as thoroughly as possible.

You can also do a survey asking your current customers about their online activities or where they like to interact with their favourite brands.

Wherever that is, become a fly on the wall and soak it in. If you listen well, you'll gather a treasure trove of information.

## ***Brainstorming Activity:***

1. List the top 5 Industry Forums or Q&A sites relevant to your niche. Note the information you'll look for in each.
2. List the top 3 social networking sites where your target customers hang out online. Note the information you'll look for in each.
3. Set recurring dates/times in your calendar to check threads and posts on those sites, join the discussions, and take notes on what you discover.

## **Listening To Your Market**

### **Top 5 Relevant Forums or Q&A sites**

<b><u>URL / Information Available</u></b>
<b>1. URL...</b> <b>Info...</b>
<b>2. URL...</b> <b>Info...</b>
<b>3. URL...</b> <b>Info...</b>
<b>4. URL...</b> <b>Info...</b>
<b>5. URL...</b> <b>Info...</b>

### Top 3 Social Networking Sites

<u>Social Network / Information Available</u>
1. URL... Info...
2. URL... Info...
3. URL... Info...

### Times You'll Check Threads/Posts, Join Discussion & Interact

<u>Site / Time &amp; Approach for Engagement</u>
1. URL... Time & Approach...
2. URL... Time & Approach...
3. URL... Time & Approach...
4. URL... Time & Approach...
5. URL... Time & Approach...

## Module 7 - Offline Methods of Conducting Market Research

While the Internet offers a wide variety of places to conduct market research, the kind of data you get can be somewhat limited. Online market research is no substitute for face-to-face contact with your customers. Additionally, not all segments of the population spend a great deal of time online. You might need to reach them offline.

Offline market research methods have been around for a long time and they use strategies that are proven to yield results. Here are a few of the best methods for gathering data about your market offline.



### In-Person Surveys

Surveys are still the most effective when done in person. In-person surveys can be done at any public area that gets a lot of traffic. Many businesses prefer shopping malls since people are there to look at products and already have shopping on their mind. In-person surveys have a high response rate that can be as much as 90%. An advantage of this method is that you can show people products and they can

physically try them out before giving you a response. In-person surveys require quite a bit of human resources, but they're much more effective than easier offline methods such as telephone or mail surveys.

## **Focus Groups**

Focus groups are small groups of people who meet to informally discuss your products. A group can be anywhere from five to ten people. As the moderator, you lead the discussion using scripted questions and topics related to your business. Aside from discussion, you may also ask them to do role playing exercises or other projective techniques. A focus group meeting usually lasts a couple of hours and there may also be a few follow-up meetings.

The data you get from focus groups is more in-depth and personal, but it's also more subjective. You'll come away with words, images, feelings and impressions, not hard statistical data.

## **Observations**

Sometimes it's best to observe shoppers in their natural habitat. When you conduct surveys or focus groups, you put people on the spot. There's the risk they may tell you what they think you want to hear. Observation shows you their real behaviour. Some researchers observe shoppers and then attempt to conduct follow-up interviews. There are some research companies who even use hidden cameras to record shoppers and gather information about numbers and patterns of behaviour.

## **Live Events**

Live events mix entertainment and market research. The idea is to get the participants as engaged in the event as possible. Live events are often used in a new type of market research called 'engagement marketing,' which mixes live elements, face-to-face contact, and online activities to help consumers feel actively engaged with your brand.



## Offline and Online Market Research

Both online and offline market research methods have their advantages but the best strategy is to use both. They'll reveal different data to you about your target market. While online market research gives you the chance to gather information quickly and cheaply, offline research gives you more access to primary sources of information and yields more in-depth results. It's best not to rely on only one if you want to minimize your risk and maximize your chances for success.

### ***Brainstorming Activity:***

1. From the methods listed, pick at least one offline research method that you'll implement right away, along with the information you'll look for.

## Offline Market Research

<b><u>Method / What You'll Look For</u></b>	
<b><i>1. Method...</i></b>	
<b><i>Looking for...</i></b>	
<b><i>2. Method...</i></b>	
<b><i>Looking for...</i></b>	
<b><i>3. Method...</i></b>	
<b><i>Looking for...</i></b>	

# Module 8 - Your Perfect Customer :

## How to Create Your Target Market Profile

The point of market research is to gather data and provide you with a comprehensive picture of your target market. When businesses do this, they create a unique customer profile. This is the perfect customer who wants and needs your products, and it's very detailed. A good customer profile must be as specific as possible. Lots of companies go so far as to give them names and draw images. They may even post pictures of real people who represent their market.

### Demographic Information

As we discussed earlier, the basis of your customer profile is demographic information. You can think of these as their personal stats. They include:

- Age or age range
- Gender
- Geographical location
- Level of education
- Type of occupation (or specific occupation)
- General income level
- Family structure

For example, your customer may be a 40-something mother working a professional job that lives in the suburbs of a large city. Or you may target mostly male expat Americans who earn over \$72,000 a year.

### Lifestyle and Hobbies

Lifestyle and hobbies are also important. These belong in the category of psychographic data. Some examples of lifestyle and hobby data are:

- Free time activities
- Eating and health habits
- Smoking and drinking
- Clubs and organizations they belong to
- Places they frequent

All of this is equally important, if not more so. For example, you may target well-off males in their twenties who enjoy nightlife at the weekend. If your product is related to the outdoors, your ideal customer is active at week-ends camping, hiking, snowboarding and doing other outdoor pursuits.

### **Morals and Values**

Psychographic data gets to the core of how people see themselves. You'll also want to clearly define their attitudes and beliefs about themselves, the world around them, current events, and products such as yours. Included in this category would be goals, aspirations, and where they see themselves in the future.

### **Pain Points**

A very important bit of psychographic data is to know what your market's pain points or major problems are. You're going to offer them the solution – your product or service. You should define what frustrates them, what they worry about or fear, and what problems they face. It's also good to know what kinds of solutions they're looking for.

### **Shopping Habits**

Your profile should also address how people in your market shop. This includes how much they spend, where they like to shop (online vs. off), and how they use the products they buy. As a marketer, it's your job to connect them to the right products where and when they're looking for them. That's why this information is so essential.

### **Stereotyping Can Be a Good Thing!**

Isn't all of this stereotyping? Of course it is! But it works. By creating a profile of your ideal customer, you know exactly where to aim your marketing efforts. Without it, you'll cast your net too wide and your message will be irrelevant to many who hear it, wasting your resources and advertising dollars. Create all of your marketing

materials and sales copy by speaking directly to this ideal customer and the right people will get the message.

### ***Brain Storming Exercise:***

1. Use the information you've collected to date, now complete your target market profile, using our Target Market Profile.

### **Target Market Profile**

<b><u>Demographic Profile</u></b>	
<b><i>Age Range:</i></b>	
<b><i>Gender:</i></b>	
<b><i>Geographical Location:</i></b>	
<b><i>Level of Education:</i></b>	
<b><i>Occupation:</i></b>	
<b><i>Income Level:</i></b>	
<b><i>Family Structure:</i></b>	
<b><i>Language:</i></b>	
<b><i>Other:</i></b>	

## Target Market Profile (cont...)

<b><u>Psychographic Profile</u></b>	
<b><i>How They See Themselves:</i></b>	
<b><i>How They See The World:</i></b>	
<b><i>Personality Type:</i></b>	
<b><i>Attitude:</i></b>	
<b><i>Morals &amp; Values:</i></b>	
<b><i>Lifestyle:</i></b>	
<b><i>Political Views:</i></b>	
<b><i>General Behaviour:</i></b>	
<b><i>Hobbies &amp; Interests:</i></b>	
<b><i>Other:</i></b>	

## Target Market Profile (cont...)

### Key Pain Points or Problems

1.

2.

3.

4.

5.

### Shopping Habits

*Where They Like To Shop (Online & Offline):*

*How Much They're Happy To Spend:*

*How They Consume/ Use Products :*

*Other:*

## **Target Market Profile (cont...)**

Using all the data you've gathered; write down a few short sentences describing 2 or 3 ideal customers in your target market. Draw virtual pictures of them and give them a name.

### **Your Ideal Customer / Client Profiles**

**1.**

**2.**

**3.**

## Module 9 - Keeping Track of Your Changing Market

Once you conduct your market research and create a customer profile, you're far from done. Conditions and people are constantly changing and market research is an ongoing process. If your message doesn't keep up with the times, it can become irrelevant quickly. A product that was perfectly matched to your target market one month ago may become passé the next.

### Conduct Regular Market Research

Market research isn't a one-shot deal. You have to keep doing it on a consistent basis. Whatever methods you use to conduct research, work them into your regular schedule. Don't just conduct research when you have a new product to launch or a problem with your sales. Make it part of your regular business operations even if you have no immediate need for it.

### Improve Your Offerings

One reason to continually research is to offer improved products and services to your customers, often exceeding their expectations. Companies that stay in touch with their audience and seek feedback discover better ways to help them solve their problems. You improve your knowledge of your market's tastes, likes, needs and wants every time you do more research.

### Keep in Touch Online

You don't want to get out of touch with your target market. You need to keep the channels of communication open and, fortunately, the Internet offers a plethora of ways to do that which are cheap, easy, and fast. These include:

- **Social Media.** Maintain a strong social media presence and interact daily with your fans and followers.
- **Blogging.** Regularly write a company blog and try to get interaction and conversation going among readers.



- **Online Surveys.** Conduct surveys and analyse results on a regular basis.
- **Feedback Forms.** Everywhere possible, give your customers a feedback form where they can leave an anonymous comment about your services.
- **Online Forums.** Keep abreast of what's going on among your customers and in your industry by spending time on forums related to your business.

## **Sign Up for Alerts**

A good way to get feedback whenever someone leaves it is to sign up for online alerts. One free program that does this is Google Alerts. Whenever your business's name appears anywhere online, you'll get an email telling you. The email will contain a link so that you can go directly to the website where you've been mentioned. Whenever someone says anything about you, whether good or bad, you'll know it. This is very valuable feedback; a bad listing tells you what you need to improve. Alerts also give you the heads-up when you need to do some damage control from a negative mention.

## **Don't Make Assumptions**

When businesses fail to conduct ongoing market research, they make one of the deadliest assumptions possible. They assume that their market's tastes won't change over time and their products will always continue to be in demand. On the other hand, companies that keep their ears open stay in the loop and can change with the times. When it comes to marketing, never assume and never just “hope” you’ll get it right. Base your marketing decisions on hard data collected directly from your target market.

### ***Brainstorming Activity:***

1. From the ideas listed, note down which ones you can implement now to continuously keep track of your target market.
2. Make a list of your next step tasks, and put a deadline next to each.

## Monitoring Your Changing Market

<u>What You'll Implement Now</u>	<u>Notes</u>
1.	
2.	
3.	

## Next Step Tasks with their Deadline

<u>Task</u>	<u>Note</u>	<u>Deadline</u>
1.		--/--/--
2.		--/--/--
3.		--/--/--
4.		--/--/--
5.		--/--/--
6.		--/--/--

# Appendix 1 – Summary Checklist

## Introduction to Target Marketing

- ✓ You need a target market no matter what type of business you have
- ✓ Without it you'll be taking shots in the dark

### What is a Target Market?

- ✓ A group of people to whom you direct marketing and product efforts
- ✓ Defined by demographics, such as:
  - Age
  - Gender
  - Location
  - Economic group
  - Social status
  - Family situation
  - Country
  - Language
- ✓ Psychographic data is just as important, if not more:
  - How your audience sees themselves
  - How they view the world around them
  - Personality
  - Attitude
  - Values
  - Hobbies
  - Lifestyle
  - General Behavior
  - Political or Religious Views

### Why Laser-Target Your Market?

- ✓ Without a detailed picture of your market, you'll waste money broadcasting your message to the wrong people
- ✓ Your target customer needs to be specific
- ✓ Casting your net too wide means you'll be speaking to people who have no interest

### Benefits and Solutions

- ✓ The key is to identify your ideal customer's specific pain or problem, then offer a solution
- ✓ Create a 'tribe' based around common interests so your audience can relate to one another
- ✓ Be careful about making assumptions
- ✓ Research your market and look for objective data

## **The Essentials of Market Research**

- ✓ Use market research to create a picture of your ideal target customer
- ✓ Gather and analyze hard data about your audience

### **Quantitative vs. Qualitative Data**

- ✓ Quantitative research looks at the big picture
- ✓ It takes a large sample and uses it to look at trends
- ✓ A traditional quantitative method is the survey
- ✓ Qualitative research yields more important data in words, images, impressions and feelings
- ✓ It's a more in-depth, objective approach
- ✓ A common qualitative method is the focus group

### **Your Target Market Profile**

- ✓ Create a profile of an imaginary person who is your ideal customer
- ✓ Include psychographic data such as:
  - How people see themselves
  - How they use your products
  - What they're afraid of
  - What they hope for
- ✓ You can write sales copy directly as if you were speaking face-to-face

### **What You Don't Know**

- ✓ You need to be objective and let data inform you
- ✓ Rely on the data you discover and not on guesswork

## **The Top 5 Methods of Online Market Research**

- ✓ The most basic step to start an online marketing campaign is to gather relevant keywords
- ✓ They're essential, but don't get you much hard data about your audience
- ✓ Other methods for online research include...

### **Online Surveys**

- ✓ Online surveys are much cheaper and easier than in-person
- ✓ Use software to automate, and respondents can remain anonymous

### **Blog Questions**

- ✓ Gain valuable information simply by asking questions
- ✓ Blog questions are versatile and you can ask about almost anything

### **Your Email List**

- ✓ Mix in questions with valuable content and targeted offers
- ✓ Your list is pre-screened and already interested

### **Forums and Q&A Sites**

- ✓ You often don't need to ask as someone will have started a discussion
- ✓ Chances are somewhere people are already talking about the topic

### **Social Networks**

- ✓ People tell you exactly what they like
- ✓ Look at the content they're sharing to get an idea of what they're into

### **Don't Forget Offline Market Research**

- ✓ It's still a good idea to research offline as well
- ✓ It's more in-depth
- ✓ You won't get the same personal interaction online as you will a focus group

## **How to Use Online Surveys to Research Your Market**

- ✓ Make sure you don't ask the wrong questions of the wrong people
- ✓ You can gain valuable information about how your market thinks and shops

### **Stick to One Issue**

- ✓ Create your survey with a goal in mind
- ✓ Decide what you want to know to keep things focused
- ✓ Create multiple surveys for different types of information

### **What to Ask**

- ✓ Generate a huge list of questions and eliminate ones that aren't appropriate
- ✓ All questions should be easy to answer and not too open-ended
- ✓ Avoid leading questions
- ✓ Remove irrelevant questions & make sure everything is in line with your goal
- ✓ Example questions to establish problems your target market faces include:
  - What are the biggest challenges you face in your life or work?
  - Why are those challenges a problem for you?
  - How have those challenges affected your life or work?
  - What do you do now to deal with those challenges?
  - Why did you choose those solutions?
  - How well do those solutions solve your problems?
- ✓ Be careful about questions that might offend

### **Tools to Make it Easier**

- ✓ SurveyMonkey lets you create surveys and polls quickly and easily
- ✓ Zoomerang is a more extensive option

### **Give Them a Nudge**

- ✓ Sweeten the deal by offering an incentive for answers
- ✓ This could be a discount, freebie or coupon
- ✓ It's a common method of getting fence-sitters to participate

### **Who to Send Your Survey to**

- ✓ If you've got a ready-made list of subscribers, send your survey out to them
- ✓ If not, there are some other things you can do:
  - Go to where they are
  - Link to your survey whenever possible
  - Get a ready-made audience
  - Enlist help

### **Learn About Your Market Through Your Blog**

- ✓ Your blog is a great way to interact with your market
- ✓ You can find out all sorts of information through it

#### **Ask a Question**

- ✓ Come right out and ask a question
- ✓ Write a related blog post and ask them what they think at the end

#### **Always Answer Comments**

- ✓ Take the time to respond to every commenter
- ✓ Thank them, answer questions and follow up by asking for more details

#### **Email for More Info**

- ✓ Email respondents for follow-up details
- ✓ They might be happier to share information privately

#### **Make Your Blog a Nice Neighbourhood**

- ✓ Help people leave comments by being supportive and personal
- ✓ Be friendly and welcoming, and share a personal story every so often

#### **Use Comments for Future Posts**

- ✓ Use feedback for future posts
- ✓ You'll get the benefit of a source of new blog posts, while giving them what they want

#### **Spy on Your Competition**

- ✓ Get great information about your market from competitors' blogs
- ✓ See what their readers have to say

#### **Beyond Your Blog**

- ✓ You can ask questions to get a discussion going anywhere
- ✓ Approach it not as a marketer gathering information, but as a friend asking for opinions

## **How to Use Email to Better Understand Your Market**

- ✓ Email is cheap, easy, and promises fast results
- ✓ If you have a list, you already have a pre-screened sample of your target market

### **Email Makes Surveys Easy**

- ✓ All subscribers need to do is hit reply and results are sent back to you
- ✓ Make it even easier by giving them simple check boxes to click
- ✓ Include an optional opinion form for comments

### **Opinion Surveys by Email**

- ✓ As opinion surveys involve more action, the response rate isn't as high
- ✓ The information is more in-depth and higher quality
- ✓ Throw out a suggestion or ask for idea and people respond with opinions

### **The Dreaded Delete Button**

- ✓ Respondents can hit delete and make the email disappear forever
- ✓ Make sure the 'from' line tells the recipient who you are
- ✓ Tell people why you want their input and how you'll use it

### **Spicing Up Your Email Surveys**

- ✓ Liven things up with images or other attached files
- ✓ Take advantage of email's unique capabilities
- ✓ Make the survey more engaging for people than ordinary surveys

### **Share the Results**

- ✓ Share the results of the survey with all participants
- ✓ Do this through email or by publishing results on your blog

### **The Disadvantage of Email Surveys**

- ✓ The one major disadvantage is that not everyone uses email
- ✓ If you need input from people of all ages and demographics it might not be the most suitable method

## **Fly on the Wall – Where to Go Online to Listen to Your Market**

- ✓ It's easy to find people online giving their opinions
- ✓ If you can't find your target market, all you need to do is listen

### **Forums and Q&A Sites**

- ✓ Discover what topics are hot right now
- ✓ Find good respondents for your surveys
- ✓ Look for the most active members
- ✓ Read relevant threads and they'll tell you what people are looking for
- ✓ Search sites using keywords, or start your own thread

### **Social Networking Sites**

- ✓ There's a lot of discussion and engagement
- ✓ Look at customer profiles to find out what other interests they have
- ✓ You'll need to be more subtle when gathering information
- ✓ Have a presence on as many social sites as possible
- ✓ Each offers a unique way to do market research

### **The Online Market Research Flow**

- ✓ Find out where your target market is and join the discussion
- ✓ Start by identifying them
- ✓ Listen well to gather a treasure trove of information

## **Offline Methods for Conducting Market Research**

- ✓ Online market research is no substitute for face-to-face contact with customers
- ✓ Not everyone can be reached online

### **In-Person Surveys**

- ✓ In-person surveys can be done anywhere that gets a lot of public traffic
- ✓ They have a high response rate
- ✓ Show people products and let them try them out before giving a response

### **Focus Groups**

- ✓ Small groups of people who meet to discuss your products
- ✓ Lead the discussion using scripted questions and topics related to your business
- ✓ The data is more in-depth and personal, but is subjective

### **Observations**

- ✓ Observe shoppers in their natural habitat
- ✓ There's a risk in surveys they will tell you what they think you want to hear
- ✓ Observe shoppers and attempt follow up interviews

### **Live Events**

- ✓ Get the participant as engaged as possible
- ✓ Mix live elements, face-to-face contact and online activities

### **Offline and Online Market Research**

- ✓ The best strategy is to use both forms
- ✓ They'll reveal different data
- ✓ Don't rely on just one to maximize chances of success



## **Your Perfect Customer – How to Create a Target Market Profile**

- ✓ The ideal customer who wants and needs your products
- ✓ Be as specific as possible

### **Demographic Information**

- ✓ The basis of your customer profile, including:
  - Age
  - Gender
  - Geographical location
  - Education level
  - Occupation
  - Income
  - Family structure

### **Lifestyle and Hobbies**

- ✓ Part of psychographic data, including:
  - Free time activities
  - Eating and health habits
  - Smoking and drinking
  - Clubs and organizations they belong to
  - Places they frequent

### **Morals and Values**

- ✓ Psychographics get to the core of how people see themselves
- ✓ Clearly define their attitudes and beliefs

### **Pain Points**

- ✓ Know what your market's major problems are
- ✓ Offer them the solution in your product or service
- ✓ Define what frustrates them

### **Shopping Habits**

- ✓ Address how people in your market shop
- ✓ How much they spend, where they shop and how they use what they buy
- ✓ Connect them to the right products where and when they're looking for them

### **Stereotyping Can Be a Good Thing!**

- ✓ By creating a profile of your ideal customer, you know where to aim your efforts
- ✓ Without it your message can be irrelevant
- ✓ Speak directly to this ideal customer and the right people will get the message

## **Keep Track of Your Changing Market**

- ✓ Conditions and people are constantly changing
- ✓ Your message can quickly become irrelevant

### **Conduct Regular Market Research**

- ✓ Keep doing market research on a consistent basis
- ✓ Work whatever methods you use into your regular schedule
- ✓ Don't just do it when you have a new product, or a problem

### **Improve Your Offerings**

- ✓ Offer improved products and services to customers
- ✓ Discover better ways to help customers solve problems
- ✓ Improve your knowledge of what your market wants

### **Keep in Touch Online**

- ✓ Keep channels of communication open to not lose touch
- ✓ Ways to do this include:
  - Social media
  - Blogging
  - Online surveys
  - Feedback forms
  - Online forums

### **Sign Up for Alerts**

- ✓ Get notified when someone leaves feedback through alerts
- ✓ You'll know when someone says anything about you, good or bad
- ✓ Find out immediately if you have to do damage control

### **Don't Make Assumptions**

- ✓ Don't assume market tastes won't change over time
- ✓ Keep your ears open and stay in the loop
- ✓ Never assume and hope you'll get it right

## Appendix 2 – Infographic: Top 10 Best Target Marketing Practices

1.

- Keep your target market specific. You can't make everyone happy.

2.

- Identify your market's pain or problem. Then you can work on offering a solution.

3.

- Incorporate both quantitative and qualitative data for the most refined picture of your market.

4.

- Be objective. Market research is a process of discovery. Let what you discover inform you.

5.

- Be upfront. If you need to know something, don't be afraid to just ask your audience.

6.

- Take advantage of your email list to ask questions and use that data for future offers.

7.

- Don't forget offline research. Face-to-face interaction offers a different level of engagement.

8.

- Create surveys with an ultimate goal in mind to help you stay focused on what to ask.

9.

- Offer incentives to your audience in exchange for giving their opinion

10.

- Get information about your market by looking at how they interact with your competition

## Appendix 3 – Infographic: 10 Major Target Marketing Mistakes To Avoid

- **Being too broad.** If you cast your net too wide you risk wasting both time and money.

1.

- **Making assumptions.** You need to look for objective data to create an informed profile.

2.

- **Not utilizing your list.** Your subscribers are a gold mine of information - don't forget them.

3.

- **Not focusing.** Keep one main goal in mind, and don't try to tackle everything at once.

4.

- **Not being sensitive.** Be careful about asking questions that might alienate your audience.

5.

- **Not responding.** Take the time to respond to commenters so they'll comment again.

6.

- **Overcomplicating.** Make it easy as possible for people to complete your surveys.

7.

- **Not sharing data.** Encourage engagement by sharing your survey results.

8.

- **Relying on the internet.** You might find that some of your audience is not online

9.

- **Forgetting to update.** Remember that your market could be constantly changing

10.

## Appendix 4 – Review of Learning

### ***Review of Learning:***

1. Review the course and complete your action plan below.

#### ***Module 1: 2 Things I Learned...***

1.

---

2.

---

***Action to Take:***

***By When : \_\_ / \_\_ / \_\_\_\_***

#### ***Module 2: 2 Things I Learned...***

1.

---

2.

---

***Action to Take:***

***By When : \_\_ / \_\_ / \_\_\_\_***

#### ***Module 3: 2 Things I Learned...***

1.

---

2.

---

***Action to Take:***

***By When : \_\_ / \_\_ / \_\_\_\_***

**Module 4: 2 Things I Learned...**

1.

---

2.

---

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Module 5: 2 Things I Learned...**

1.

---

2.

---

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Module 6: 2 Things I Learned...**

1.

---

2.

---

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Module 7: 2 Things I Learned...**

1.

---

2.

---

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Module 8: 2 Things I Learned...**

1.

---

2.

---

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Module 9: 2 Things I Learned...**

1.

---

2.

---

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_

**Action to Take:**

**By When :** \_\_ / \_\_ / \_\_\_\_



**NOTES**

**NOTES**

## NOTES

## About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they are qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you are an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I am certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select the appointment time that is most convenient for you.

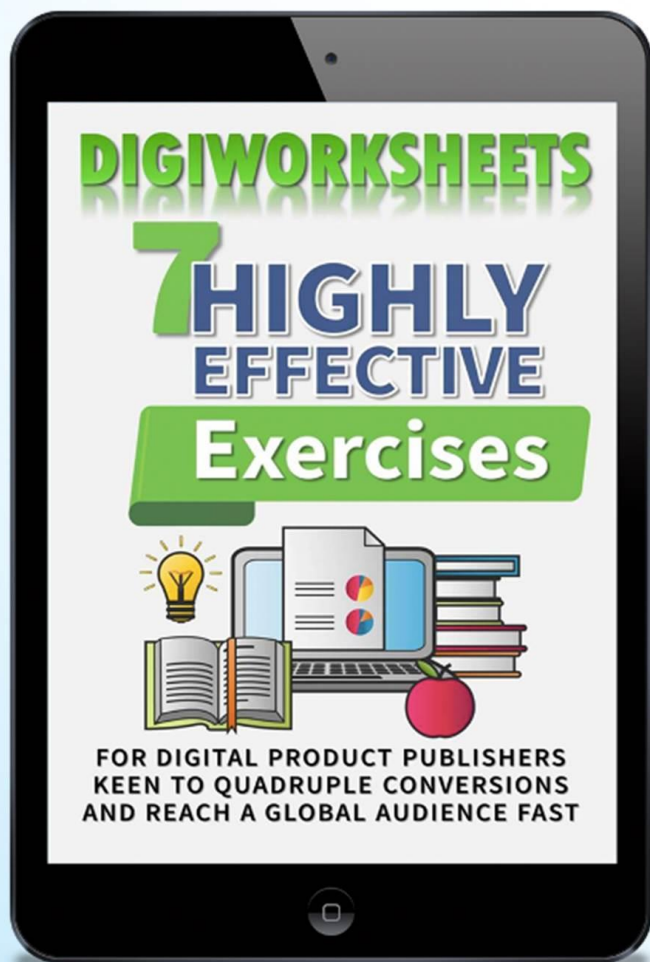
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

And, whether you decide to get in touch or not, may your God always go with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

*Tim*

# Discover 7 Highly Effective, Value-Adding Coaching Exercises Guaranteed To Boost Your Own Digital Product & Online Course Sales That You Can Start Using Today...



You'll Truly Appreciate How Well These Exercises Work Very Soon After You've Completed Them!

Whether you sell your own digital products or online courses on a third party platform like Amazon, Udemy or just your own local website, you're about to find out how you can quickly and easily make considerably more money from doing it...

So if you want to learn how you can easily set yourself apart from all the other suppliers in your market, take a quick look at this new course right away and then start by completing the first exercise, and you'll quickly see what excellent value it represents.

***Get Access Now!***



**3d Consulting Services**  
*Magnify Your Mission : Multiply Your Reach*