

How To Attract YOUR Perfect Customer

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Introduction.

I think it was Dan Kennedy who coined the famous question that every marketer needs to ask themselves at least once in their career:

“Why should I, your prospective customer, choose to do business with you versus any and every other category available to me, including doing nothing at all?”

Why you? Why should they choose to do business with YOU? (or ME for that matter).

The Answer.

The answer of course is that you ideally need your customers to come to you, which means two things:

1. Not trying to be everything to all people
2. Becoming unique by going niche

It's important to understand that repelling people away from your business is a key part of your success and ultimately is good for business as well as attracting them.

Don't be a web designer, be a web designer for landscape gardeners.

Focus on that niche and that niche only.

Dentists will look at your service and walk on because it's not for them. That's fine.

Because Landscape gardeners will come to YOU because your service is specifically for them.

When you select a niche market you instantly have less competition and more in the way of uniqueness.

For example, Tony Shepherd's *Hippy Marketing* brand isn't going to attract people who want to drive fast, expensive cars.

It won't attract people with a 60 hours a week work ethic and it certainly won't be right for single blokes intent on being players and bedding every eligible female in the northern hemisphere.

(But there will be niches for that too I'm sure).

But it does however attract his market, which is a lifestyle oriented, home based, time-rich (or wannabe time rich), family centred ethical approach to internet marketing.

Those that think it's all hippy-dippy crap walk past, which is fine with him because they'd be a bloody hard sell anyway...

In my opinion being just an internet marketer isn't going to cut it for much longer.

There are too many new marketers coming onto the scene and very little to differentiate them.

The guys and gals who are relatively new to the scene and who are making good money are the niche marketers.

These are the ones who focus solely on Amazon mini-sites, or CPA techniques or email marketing... and little else.

Look at the successful blogs and sites you see out there - they're much more focused than they were a decade ago.

Single mum entrepreneurs, day trading for the over 50's, sports betting for women.

Niche. Differentiation.

It defines your market and separates you from your competition...and it's possibly the reason that you maybe haven't found the success you've been looking for?

If you're not niche enough the competition will become enormous if it hasn't already.

In most markets I reckon the business trying to be all things to all people will hit problems very quickly.

Look at what you offer and if you're trying to appeal to everyone perhaps have a rethink about where your interests lie and what else you COULD offer...

...but go NARROW not broad..

Conclusion.

I meet a lot of people who have got started marketing online but have found themselves building a flimsy, short term business with no proper foundation.

So many people, in fact, that I decided to do something about it...



I put together a complete step by step system that anyone can follow to help them start their online business with proper solid foundations right from the start.

I have made it easy to follow and – so you don't get overwhelmed with information all at once - each of the 21 lessons (videos and pdf downloads) are delivered one a day over the 21 days.

Click the button below for more information.

