

## Module 2

### Lesson 2: Market

Hi there and welcome to module 2, lesson 2 in getting your market right. Now, in the previous module what we spoke about was message. In other words, how to get your message right for your client. How to connect with the client? How to understand them through asking questions and most importantly how to make sure that you have a call to action so people can do what? They can do business with you. In today's module, what we're going to be talking about is market. So remember that we spoke about the 3 M which is your Message, your Market and your Method. And today's lesson, we're going to be talking about Market. In other words, how to identify your ideal client. Now here are the lesson outcomes that I want you to pay particular attention to. It's important that you get clear about your market and I will tell you why. Because a lot of business owners what they're doing is unfortunately spending so much money in marketing or so little money that they don't really have to kind of throw out there in marketing and it's just not getting the results I want and I believe that a lot of the times the reason being is they just don't clear about who their target audience is. There's 3 understandings that you really need to know.

1. To do your research. You need to write that down - you need to research. You can't allow anybody else just to say whatever it is to be good to throw some marketing out there or you listen to some of these 'gurus' that go hey just throw it up on Facebook, throw it out on there and you're good to go. That's okay if you've got a lot of money but actually it isn't because you're probably going to end up with no money at all. So it's important to number 1 understand your market by researching that market.
2. Number 2 is you need to ask, you need to ask your existing client or maybe a future client to go hey is this the right message for me to deliver and new the right clients in other words you need to ask them and you need to ask yourself is your product or service ideal for that target audience or isn't that? It's no use trying to drive a square peg into a round hole. It just doesn't fit so you must ask. Don't be scared to ask your client or ask people within that target audience whether this is going to be right for them.
3. Number 3 most importantly, you need to test and refine. Now you know what, there's just so many people that just say, 'you know what I can drive as many leads as we want, it's super easy, it's good to go.' The truth of the matter is that's not really true and i'll tell you why. The biggest gurus around the world, the biggest guys that are driving leads that are using Facebook, social media LinkedIn, Insta, whatever maybe, are continuously testing and refining their market until they pinpoint the right person that they want to be in touch with.

I'm also going to get you with this, there's a download that you need to get into with this and I want to talk a little bit about it. And there's particular download is available here so just look around here it's there and I want you to print this off, actually you know what - stop that. Stop this lesson, print it so you can follow along with it. Here we go, now this is what's called an empathy map. In other words what we're really trying to understand our client at a whole other level and let me show you what I mean. See a lot of business owners, let's think about maybe in the health and wellness base. I know business owners that I've spoken to in that space they go, naturopathy or chiropractic care as an example can help everybody and guess what I've got no doubt it can. I used to be a wellness practitioner myself and I know the benefits of natural therapies but the truth of the matter is this - it can only help people that really want to be helped right? So maybe if you think about like that maybe an interstate long haul truck driver (and I'm only having some fun with this, I'm not picking on them) but an interstate long haul truck driver isn't necessarily going to be eating organic foods or stopping at places where there's healthy salads or the rest of it so if you're a naturopath and you speak to them about healthier choices or you're advertising to them like hey I can get you fit and healthy, maybe that's not the ideal target audience and I'm going to catch that with a grain of salt because maybe they are but I don't think that the possibilities is there. It's the same example if you've got boating business where you sell speedboat, ski boats or whatever maybe. If you're trying to advertise to people that actually feel sea sick maybe that wouldn't be the first audience that I'd go with so do you see if you don't research that how do you know like who to go with by just throwing a blank approach out with the marketing and that means what - that means a lot of money's down the tube.

Let's get back to the empathy map, so the first thing I want you to think about you see at the top it says: to think

and feel. In other words, how is your customer thinking and feeling about your business. And here's what I mean, so if you've made a decision - I need a new suit for example. Well the first thing you need to do is hop online. So you're thinking 'I want a new suit. I've got a particular budget that I want to go with. There's a particular style that I like. There's a particular color that I like and there's a particular shop that has that type of stuff.' Do you see all of those things that you're re-thinking? As an example, if you're going to hop online and check this out. What are you going to do? Hop online, look it up on Dr. Google (because Dr. Google knows it all), these are the 5 or 6 different suit shops that you can go with. The first thing that you're going to look at is what you're thinking, is this a reputable business? Is this somebody that's going to make me feel good? Am I going to go to a place that as an example Armani or Boss or if you're looking for something affordable well if you're going to go to that shops it's going to be a little bit more up-a-brow or pompous it's the type of clientele that they suit for people that are very wealthy. If you're trying to be something a little bit more economical with your suit. You're actually thinking and feeling how do I actually attract the right store to me that's going to give me outstanding service within my price range? And that's just an example. So what is your client thinking and feeling - so here's an example if I'm going to a specialist and I want to find out a little bit more about them if I don't look for their stuff online, I'm going to talk to the doctor and I'm already thinking and feeling "is this the right person, is this specialist going to be the right doctor to be able to do the operation or whatever?' Are they going to be the right person? So you're already thinking and feeling every decision, every mind decision comes with a thought or feeling around it so you want to get in and understand what your client thinks and feels. 2nd part is what does your customer see and here's what I mean by this: a lot of business owners as an example have a super cheap website and that's your calling card so if you have a business that you're selling as an example \$3,000 product or a \$5,000 product and you've got a website that it looks like it's \$2 worth, of course when somebody comes to it, they're going to be seeing this and I don't know if this is the.. They've really got the right product to suit me because it looks like it a little cheaper. It doesn't always happen that way but you get the drift. Here's another example, if you go into a restaurant and you look into the corner and you go it looks like to having cleaned that corner for the last 3 years in a restaurant it's going to start to make you think 'I wonder how hygienic this restaurant is and if this is what I'm seeing, what is it that I can't see?' You get the understanding. So you want to think about and write down on this handout and is this what my client wants to see? Let's say if you're in the pool business, you're somebody that maintains pools and construct pools, well guess what you need a license so people want to see are you certified to be able to build that pool? If you've got the qualification tell me what I need around that. If it's going to be something about safety maybe it's pool fences as an example, well you need somebody accredited so you want that have got on your website so people can see. Yep cool? In your marketplace, you're trying to understand what your client is looking for so then when you deliver the message to them you already understand what they're looking for. See how it combines together? That's how it works.

Now 3rd part is customer. What are they saying and what are they doing? Let me give you an example - so let's say you're in the market for baby stroller. You've got a young baby, you're already using a stroller that maybe was a hand down or somebody gave it to you just as a gift and you're looking for a new stroller. Having a morning coffee with some of the ladies, you've got a young baby and everybody's talking and they say - 'you know what I just bought this stroller, I went to Baby Kingdom, it was awesome they just really looked after us. They had such great customer service. They made it easier.' Do you see that's what the customer is saying and another example is: have you ever been to the movies where the critics are saying 'it's absolutely terrible, don't go!' and one of your friends so 'hey man, it's really good you should check it out! Funny!' They loved it and you go there actually on their referral of what they've said and you go there and enjoy the movie as well. Do you see how that works? I want to make sure that you've got that. One of the good things for you to have on your website with this is testimonials especially video testimonials works great because that way you can see other people like your clients are saying so they feel comfortable to go 'you know what, that's exactly what I need. I'd rather have those charges, I'm happy..other people have said this..and you're good to go.' Tripadvisor is the perfect example of that. You've got 5,000 people in some cases for the hotels being able to tell you what they saw in that particular hotel.

And the last one is what is it that the customer is hearing? How many times have you been to a place or you're about

to go to a place and one of your friends go and say 'oh man I don't know about that place. I went there, they weren't cool. The waitress didn't really give me the right service or the food was overrated or expensive or that stuff.' So you see your clients are hearing this. So it's important in your messaging to make sure that you say as an example 'other clients have said this..' and you can insert testimonials inside that messaging. So do you see how it works?

Let me give you a recap there: it's what they're thinking, what are they seeing, what are they saying, and what do they hear? Now, there's 2 parts at the bottom - what's their pain and what's their gain? So when you're researching a client, it's important to go 'what's their pain?' In other words, what solutions am I producing towards that pain? What are the gains for that solution? Got it? So have fun with this, make sure you fill it in and guess what research and ask your client. Ask your existing clients you got. If not, there's heaps of forms you can check this out on Facebook, there's forms on LinkedIn, there are forms everywhere that you can actually ask your clients whether this is exactly what their thinking about when they look at a product or service that you offer. Good? Super easy.

Now here are the lesson takeaways:

1. You need to make sure that you're clear about the market audience that you want to be in front of. If you do that, the better you understand your audience, the better you want to be in front of.
2. Make sure you get clear about who your ideal client is. You don't want to work with people that are like tied-asses or don't want to spend any money with you. You want to get the right client so make sure that you're clear about what your audience is, who do you want to be in front of your market, clear about who the client is that you really want to be with
3. You need to test your market. If you don't test, you'll never going to know. And guess what, everybody reacts differently so you need to test your stuff. You need to keep testing your stuff to make sure that it's good.

Make sure that you fill in the google form and download this template. If you haven't done it, go back and download the template so you're good to go. In our next session, we're going to be talking about the 3rd part of the triple M. So we've got message, we've got market, and our next session we're going to be talking about method. How will you reach your target market? I love this session. I can't wait to see you. Remember if you need some help, all you have to do is send us some email at [ask@nickpsaila.com](mailto:ask@nickpsaila.com) or our Facebook page. See you at the next session.