

TRAFFIC CONVERSION SECRETS

MODULE #1 OF 8

Target Market Strategies: “How Your Target Market Finds You”

QUOTE OF THE WEEK

“The only things worth learning are the things you learn after you already know it all.”

~ Harry S. Truman

ACTION PLAN:

1. Decide on your AREA OF EXPERTISE
2. Narrowly define your TARGET MARKET
3. Prepare and practice your AUDIO LOGO
4. Conduct an ASK CAMPAIGN within 21 days

Starts Here

This is the Traffic Conversion Secrets series. It is an eight-part course on “Tested Tactics That Convert Clicks to Cash.”

Throughout this eight-part course, I will be giving you assignments to complete, which will help you practice the tactics that I am teaching you.

I don't expect you to spend much more than thirty minutes a day, maybe a total of three to five hours a week working on what I'm asking you to do for your assignments.

If you can't do half an hour each day, I want you to carve out three hours a week.

I don't care when you do it. Just don't do it all in one day – ok?

Understand, without sacrificing the time to implement these assignments, this will be like everything else you've probably started but not finished.

That said, there's one thing I want to mention, and I want to be sure that you hear it. You can do this.

You can do everything that we're going to talk about.

There is not one single thing that you can't do because it's out of your scope of knowledge.

I am going to teach you how to double, triple, quadruple your income, and at the same time, double and triple your time off.

TOPIC #1: DECIDE ON YOUR AREA OF EXPERTISE

The first topic we are going to cover is your topic of expertise.

So, "What is your topic of expertise?"

This is your first assignment. You must decide on your topic of expertise. This may seem academic, but there are people who have been in the business for a long, long time and they don't know their topic of expertise.

They can't say it in one sentence. They can't say it as an "elevator speech" or as an audio logo, which you will learn how to do in this course.

You need to decide this month, hopefully after this session, what your topic of expertise is.

I don't care if you know how to do three things or even five things. Pick one thing and stand on that.

Mark Twain said, "Put all your eggs in one basket and then watch that basket."

If you're having trouble finding your topic, or your answer to the question, "What are you an expert at?" is cluttered like, "I'm a direct marketer" or "I'm an Internet marketer" or "I'm an author," then you can relax because I've got good news for you.

A great topic finds you. You don't find it.

I don't know how many of you have seen it, but there is a line in the movie "The Legend of Bagger Vance" that speaks to this. Will Smith, who plays Bagger Vance, says to Matt Damon, who plays a golf pro who's "lost his swing", "You can't find your swing. What you've got to do is, you have to practice so that your swing finds you."

That's exactly what we're going to do today.

So, I want you to ask yourself, "What are you best at?" That's question number one.

These are criteria. Write these down.

Question number two: What do others say you're best at?

There is a difference. Be brutally honest with yourself.

What are you best at, and what do others say you're best at?

Number three: Are you passionate about that thing that you think that you are best at and others say you are best at? Are you passionate about it? Yes or no?

And, number four: Can you take what you are best at, what other people think you are best at and what you are passionate about that you and others think you are best at and make money at that?

Is it a business? Or, is it a hobby?

I am not here to show you how to create a hobby. I am here to show you how to create a business — the single most profitable business in the world — information marketing.

So again, I want you to ask yourself: What am I best at? What do others think I'm best at? Am I passionate about that? And, can I make money at it?

Those are the four criteria — the acid test.

But as great as you are at your expertise, I want you to show your warts as well.

When you are best at something, that means you're not good at something else.

I want you to write down what you are not good at.

You need to state it publicly.

By deciding what you are not good at, you can narrow your area of expertise. The word “decision” means you're cutting off a whole set of options and alternatives.

Be courageous. Be bold.

You are taking a path. That means you can't take another one.
Right now, as I'm standing here, there is a topic waiting to find you.

Are you giving it the opportunity?

You may not be a good teacher, but you may be a heck of a programmer. You may not be a good programmer, but you may be a heck of a teacher.

I want you to think about what you are best at, and what others have told you, you are best at. That's called feedback.

If you haven't gotten any feedback lately, go and ask people.

Ask them, “What do you think I'm best at? Be perfectly candid with me. What do you think I'm weak at?”

Maybe one of the weaknesses that you have is procrastination. Or, maybe you are an information addict, and you buy lots of information products but never complete them.

Do you follow me? What are you weak at? Ask other people that. Then ask, “Can I make money doing what I’m passionate about that others think I’m good at?”

The way to get your topic of expertise is exactly the way I’ve stated. There is a criteria: what you think you are best at, what others think you are best at — not just good at, best at — and what you’re passionate about.

You must be passionate, so you can keep doing it, even on the days you don’t make money.

Unless you are passionate about what you are doing, you are never going to have enough enthusiasm, power, perseverance and gumption to do that.

And finally, can you make money from it? Those are your criteria to find your topic of expertise.

TOPIC #2: NARROWLY DEFINE YOUR TARGET MARKET

After you have determined your topic of expertise, the next thing I want you to do is narrowly define your target market.

There are many ways to find a target market. One of them is through an ASK™ campaign.

Again, there is a target market, but you can’t start until you know your area of expertise.

You take your area of expertise and plug it into the question, “What’s your single, most important question you have about...(your area of expertise)” It’s that easy!

Your target market will find you once you know your topic of expertise. You must know your expertise first because you can ask people a specific question.

Assignment number two, after you have determined your topic of expertise, go to www.GoDaddy.com, www.eNom.com or any registrar and get your domain name: [www.Ask\(yourname\).com](http://www.Ask(yourname).com).

That’s [www.Ask\(your first name, your last name\).com](http://www.Ask(your first name, your last name).com)

You can have your ASK™ campaign set up either through your own database, or you can just get your site out there and have people come into it and ask questions. You don’t have to include an email address and name field when you do this.

If you ask for their first name, last name and email address, you will get the least amount of people. If you ask for their first name and their email address, you will get more people because it's more anonymous.

If you just ask for their email address, you will get the most people.

If you don't mind just saying, "Hi," and then responding back to them with something, then it's no problem. So, I recommend just an email address.

By the way, you can have this website up and you can have an ASK Database™ within one week or less. You have no excuses. Once you have your topic and a webmaster (if you're not very technically-inclined), you can put up a very simple page in no time.

Then, you start collecting questions.

This website is a landing page, and it is creating your area of expertise and your target market.

There is no other way to figure out what you can do online unless you do this.

There are clues, but not for you personally. And, it's very irresponsible of anyone who goes into the Internet without an area of expertise.

It can also be expensive.

Bottom line, if you don't know what your topic is, your prospects won't either.

Your customers won't, and they won't be able to refer you.

So again, it all starts with your topic of expertise.

Then, it goes straight into your target market, which is going to find you.

Another question you can ask is "What is your single, biggest problem (or challenge) you have with or about...(your area of expertise)"

Fill in the blank.

It might be, "...converting more website traffic into cash," "...creating information products from scratch," "...generating no-cost website traffic," "...generating website traffic with no advertising costs" or "generating targeted website traffic with no advertising costs."

Do you see how specific these are? The more specific it is, the more powerful the question.

Anyone can get targeted traffic. Believe me, anyone can. Targeted traffic with zero advertising costs. All you have to do is ask, "What is your single, biggest problem?"

Well, guess what? If you know what their problems are, then you are going to know what to do for them.

But, if you know what their problems are and what they want, then you can take them through where they are at, all the way to the product line — the light at the end of the tunnel — without having to walk on broken glass with bare feet, without having to wonder if they are going to step on any landmines and lose one million dollars of their own money.

This business can be very expensive. But if you start this way, you spend very little money. Not only do you have a topic of expertise you can stand on at a conference, but you can also use this on the back of your business card or CD.

So first, I want you to come up with your topic of expertise in one week. Remember the criteria I gave you.

Second, remember that your target market finds you.

TOPIC #3: PREPARE AND PRACTICE YOUR AUDIO LOGO

Assignment number three is to create your audio logo.

None of this presentation — “How your target market finds you” — has to do with the outside.

It’s about the inside. It’s about you.

You have to have your act together. As within, so without. Right?

It’s not what happens to you, it’s how you respond to what happens to you. I’m sure you’ve heard these before.

We’re trying to get your act together, that way, you’ll know what to say when someone calls you on the phone or walks up to you at a chamber of commerce networking event. When someone comes up to you at a seminar and says, “Hey, what do you do?”

What do you tell them?

Do you tell them different things? Is it simple?

Your audio logo will tell people what you do. When determining what your audio logo will be you need to ask yourself several important questions.

Is it simple? Is it repeatable? Is it memorable? Is it unique?

And, is it concise? Concise meaning short. Those are the criteria. That is your audio logo.

Here is a sample of an audio logo. “I mentor small business people on how to attract and convert more first-time, website visitors into paying customers quickly, easily, and with very little money.”

Now let me give you a visual logo that’s concise, unique, simple, memorable. The Nike swoosh, right?

That’s memorable. You don’t even have to see the word Nike, you know that that’s the logo.

Simple, concise, memorable, duplicable. Easy to repeat.

When you meet someone at a conference, or a teleconference, at any social business event, you need to utter something from your mouth about what you do that they can repeat to somebody else.

If you have customers, you need to do the same thing so your customers can refer others to you.

I want you to draw the following on a sheet of paper, and I want you to visualize it in your mind’s eye. Picture a huge funnel. You’re going to get down to your identity, which is at the very bottom of that funnel.

It’s where one grain of sand is coming out of. It’s where water is dripping out of. It’s your identity.

It is what makes you unique. It’s what differentiates you from everybody else.

When you know what industry you’re in, what your niche is, and what your identity is, it’s easy to make and create an audio logo. And, this is an assignment, so let’s do this.

Now, remember the picture of a huge funnel. At the opening, the mouth of that funnel, is the word industry. Write down the word industry.

It’s how the industry makes money. McDonald’s makes money selling hamburgers. They’re in the fast food industry. Federal Express is in the delivery industry. They make money by delivering stuff.

Right?

Nordstrom is in the retail industry. You’ve got to go to their store to buy. They have a catalog as well, but mostly you go to their store.

What is your industry?

What do you make money from?

If you have an area of expertise that you’re passionate about it, you know that it makes money and other people think that you’re best at it, and you think that you’re best at it — remember that criteria? — then you can determine your industry.

What industry are you in? Write it down.

For Nordstrom's, it's retail. For McDonald's, it's fast food. For Federal Express, it's delivery. What is yours?

You ought to know what your industry is, and pick one.

Further down the funnel, midway, write down the word "niche."

What is your niche?

Federal Express, their niche is overnight delivery. They're known for overnight delivery.

How about Nordstrom department store, what is their niche? Well, they're in the department store niche. They don't compete with Wal-Mart or Kmart. They compete with Saks Fifth Avenue, Macy's, right?

Now, I want to get to your identity, which we're slowly paring down to.

The niche for McDonald's is hamburgers.

Now, do they sell chicken? Yeah, they do. How about fries? Yes, they do. But what would happen to McDonald's if they stopped selling hamburgers? They would go out of business, I guarantee it.

McDonald's is in the fast food industry, but they're in the hamburger niche.

Nordstrom is in the retail industry, but they're in the department store niche.

You see that funnel? How it's getting narrowly defined?

Nordstrom is not part of the Walgreens, the Rite Aids or all that stuff. Ok? I want you to see this, I want you to draw it, either in your mind's eye, or I want you to write it down.

Finally, at the bottom of the funnel, is your identity.

What makes you unique?

Rosser Reeves wrote "Reality in Advertising." You may not be familiar with his name, but you're familiar with his identity. He created the unique selling proposition.

Everyone should know what that is. It's what makes something unique.

You know what made Avis unique? We're number two, we try harder. That's what made Avis unique, right?

What made Home Depot unique? It was a one stop shop for plumbers. No more did you have to go to a distribution store, like for plumbing. You went straight to the hardware store under one roof. They created that.

Identity is what makes you unique within your industry and within your niche.

I want you to write down your industry and your niche. You don't have to know it now, but if you just take a guess, it's okay. Go ahead, take a guess, take a stab at it.

Now, what is your identity?

Let's look at some identities. Federal Express. They are in the delivery industry. They are in the overnight delivery niche. What is their identity?

Their identity is to deliver small packages, overnight, reliably. Isn't that true? Remember their slogan?

Absolutely, positively delivered by the next business day.

In fact, you got your money back if it wasn't. Isn't that a great identity to have?

Do other people do what Federal Express does? Of course, but most people don't.

Flying Tigers delivered big packages (which, by the way, was eventually bought out by FedEx). DHL delivers big packages, over seventy pounds.

Federal Express delivers small packages. They are not known for delivering containers like the ones that you see boarding on the ships overnight.

FedEx does deliver three day as well, but they are known to deliver small packages overnight reliably. That is their identity.

McDonald's is in the fast food industry. They're in the hamburger niche, and I believe that this is their identity. Listen carefully.

Consistency and cleanliness. Why?

Isn't every McDonald's supposed to be clean? Yeah, it's supposed to be and typically they are. And isn't every McDonald's hamburger supposed to taste consistent, whether it gives you indigestion or not?

It should taste the same in Moscow as it does in Manhattan, Missouri or Montana. That's what McDonald's is known for. Consistency, right?

Maybe Burger King is supposed to be known for consistency, but they went the other direction. What was their slogan?

"Have it your way." That's not consistent.

McDonald's was probably cheering. Yeah, our number one competitor just gave us an unfair advantage. They went the other route. They're people pleasers.

Please, do not do have it your way. Good idea, bad execution.

Consistency is critical, meaning the same way every time.

Nordstrom is in the retail industry, they're in the department store niche. What is their identity?

An identity is the first thing that comes to your mind when you think of someone.

Well, what is the first thing that comes to your mind when you think of Nordstrom? What do they stand for? Excellent customer service. In fact, they are probably one of the first companies you think of when you think excellent customer service.

So, having a marketing identity is about getting in first.

You want to burn your brand into the minds of your constituency?

Get there first.

That's how we get to the audio logo — your identity, or you might call it your elevator speech. Just like the Nike Swoosh, the goal is for people to recognize you.

Your audio logo should be less than seven seconds.

I want you to first write a bunch of bullets of what makes up your industry, so you know what your industry is.

Next, write up a bunch of bullets of what your niche is. Then, I want you to write a bunch of bullets of what your identity is.

Finally, structure your identity to be your audio logo.

As soon as you have the chance, I want you to test it on someone.

I want you to test your audio logo because, if you test it, you're going to see the response.

If their eyes light up, then you know it's good. If they don't, then change it.

I want everyone to write down their audio logo, and then, I want you to practice it over and over again and see the response you get.

Let's recap really quickly. Your topic of expertise. What is that?

I gave you the methodology of how to get that.

What is your target market?

Well, first you've got to know what your topic of expertise is, then you'll find your target market.

Then you can create your audio logo.

TOPIC #4: CONDUCT AN ASKCAMPAIGN WITHIN 21 DAYS
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Your next assignment is to conduct an Ask Campaign within 21 days. One tool to do this is the ASK Database™. You can use the ASK Database™ for only \$1 by

signing up for the 21-day trial membership. Go to www.AskDatabase.com and sign up right now.

After you know your topic of expertise, after you know your target market, and after you know your audio logo, you need to tell them what you stand for.

What is your marketing identity?

Your audio logo is irrelevant for the ASK Database™, but it will be relevant after you have your first teleconference about your topic of expertise to your target market.

You will not convert a soul who comes to your website. You will not create any relationships. You will not create virility, like a virus that spreads, unless you know who you are and unless your target market can find you.

That is why I'm spending a full session on this topic.

I'm not going to cover this again in later sessions, so be sure to get your audio logo down now. Please. It is the most important thing you can do in any information marketing that you're presently doing.

If you have multiple topics, like I know many of you do, be courageous and just do one. Practice just that one.

Just play. It's no big deal. It's not going to define you.

Just do it as a practice and see what happens.

Choose one. Don't be a coward and take a general topic.

Let's review...

What is your topic of expertise? Once you know that, ask who is in your target market? What is your audio logo? And the final question I want you to answer is, who is in your target market?

Who is your ideal prospect? That is what I want you to tell people.

Again, let me repeat your assignments.

I want you to pick your topic of expertise. I want you to pick your target market. I want you to write your audio logo and I want you to launch an Ask Campaign within the next 21 days. This is all within a month.

You can do this in a month. Believe me. You could even do it in a week if you really started working on it.

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