

Hey! You Talkin' To Me?

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Hey! You Talkin' To Me?

By Livvie Matthews

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How many times have you heard the following questions or seen information related to these statements?

"Have you 'Identified' your customer"?

"Do you have your 'Target Market' defined"?

"Know your 'Niche' "!

What do these three statements have in common?

Zeroing in on your specific customer!

I can hear you now...."But my product or service is good for everybody!...I don't want to limit myself or my product. I just want to sell, sell, sell! Besides, I don't know about all this 'target' and 'niche' stuff."

Targeting your market does not stop or limit you from selling to people outside your target market. Any one who sees your product and is interested, will purchase your product.

However, what target marketing does is guarantees you a customer base interested in what you have to offer. It is much easier (and cheaper) to market customers that are already interested (qualified) in what you have to offer.

In other words, you can have the best grilled chicken patties in the world, but if you are marketing it to vegetarians you aren't going to get anywhere. You are looking for customers who eat meat. Specifically chicken and even more specific, those interested in grilled chicken.

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Does that mean, customers who eat beef or fried chicken won't buy your product? No, not at all, it just means you are targeting grilled chicken lovers, because you have what they are looking for...the best grilled chicken there is!

Anyone who eats meat is a target. Grilled chicken lovers are your "targeted–niche" market. Not only are they interested in what you have, they are actually looking for you as well!

So how can you identify and research your "target" market? Start by making a list. First, and this may sound very basic, define who you are specifically wanting to sell to.

This is where you being to "target" (zero in on) your customer and is the beginning of your "niche" (small, specialized) market.

Ask and identify questions like:
What do my customers want? What do they want to know?
What are their likes and dislikes? When they need help where do they go? What is it they need help with?

What information do I have relevant to what their needs are? What problems can I solve? How can I make their life easier?

In short, how will this product make a difference in their life. What benefit will they reap? Make a list of all the possible benefits your buyer will receive when buying your product, then make it easy to use and implement.

What problem will it solve? People love solutions. Let your customers know you can solve their problems, you solve them fast and you can solve them....now.

Second, answer your questions by being as specific as possible. The more specific your answers the more "targeted" your customer.

As you define your market, you define your target. As you specialize within your target, you define your niche!

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Once defining your market, research lists, ezines, discussion groups, web sites and businesses (online and offline) targeting the same market you are interested in selling to. These are the businesses you want to advertise with and join.

Buyers will find it difficult to say no when you have given them an exceptional reason (target) to say....yes! Because, after all, your marketing says... Hey!...I'm Talkin' (directly) To You!

The Biggest Needle In The Haystack

By Duncan Judson

Hello everyone!

Have you ever been curious about something, and wanted to learn about it? If you're like me, I am a pretty curious fellow, I really like to learn.

Where is the best place to start finding the information you are looking for? My choice for information gathering is the Internet!

Where do you start your search for information? I use search engines, my favorite is Google. No, I am not plugging Google I believe it is a great search engine.

Do you use key words and phrases to find your information? Hah, I do to, it's the easiest way to find what I want know, and the fastest way to find it.

In general this method is how each person in the world finds information on the internet. Well yah, you may have an alternate plan, an e-mail with a link, or a website in your favorites folder that has the information, or more links to the information.

You must agree at least 98% of the surfers on the internet use search engines to find what they want?

When you search, you insert your key words, than call up the search page which has top 20 listings of websites that match your search criteria. If you do not find what you want do you turn to more pages, or pick from the top 20? Yah, I also pick from one of the top 20 listings; it's a lot faster.

Imagine for a moment; you own a business. How much traffic is directed to your website from being listed in the top 20 of your search criteria? Wow, with the right key words, phrases, niche product, and a theme based website; that is a lot of traffic to your website.

Can you imagine having your target population zeroing in and finding your target specific power packed content? How much of that traffic you could convert to buyers? The people who come to your web site searched for what you offer, and found your website!

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Shazaam! Now that is PROFIT POWER!

So you gotta have; an in-demand niche focused product, that offers a solution to the customer situation. Competition for business will be lower, and will be easier for your targeted and interested population to find your website. Yah, and I bet your saying that would be great. The traffic would find your website; traffic is the premium go-go juice that energizes your website!

Now we are talkin' about the kind of website that the search engines just love to list in the top spots. You can provide over the top content rich information that the customers are searching for. We are talkin' about the exact type of information or services that builds trust and credibility with your visitors on the internet. Well that is all fine and dandy, but theirs more to it than that. You gotta' have the right tools, and process to do the job.

The right tools are important, but you gotta' have the right process. Well this is your lucky day I have

discovered a hidden secret called Site Build It! I call it SBI and it provides you with the cutting edge innovations, and completely integrated system! It has all the necessary bells and whistles for site building—and marketing tools (all in one). You also have accessible to you a clearly written Action Guide, along with a guru-in-your-ear online help, that becomes your virtual guide to outline the process in step-by-step detail.

Ok, you can be a member of the 2% of highly successful businesses that succeed on the internet, or you can be part of the 98% of businesses that fail.

Yah see, the 2% that succeed on the Net build targeted, interested traffic by providing the type of high value content that their visitors are searching for and that the Search Engines love to list in the top levels. The high quality content warms up the customer or PREsells the customer, so the PREsold customer is ready to becomes a sale.

Site Build It can do for you what it has done for hundreds of other successful business people! Don't just take my word for it! Take a Quick Tour of SBI at

<http://quicktour.sitesell.com/sissy.html>

See for your self how "Site Build It" can make your website the Biggest Needle in The Haystack.

Duncan is the owner and webmaster of The Viral source. Duncan enjoys niche markets, and using viral marketing to market his products.

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