

Knock, knock. Who's There? Your Target Market, Are YouListening?

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Knock, knock. Who's There? Your Target Market, Are YouListening?**

**By Catherine Franz**

**Knock, knock. Who's There? Your Target Market, Are YouListening? by Catherine Franz**

Have you ever had a conversation with a person who wasn't listening to anything you said?

This one-way communication experience is a big turn-off and many times frustrating to cope with at the time.

Is this occurring in your marketing? Oops, no one wants to think of their business as turning a deaf ear to their market. Yet it can be easy to do since most of us have a jammed packed life already, with little time to spare let alone to listen to what our market is saying. Yet, we can't afford not to, or we lose our revenue. Relying even 40 percent on push marketing turns off the sound to your market. Okay, Catherine, what is push marketing?

Push marketing is when you use brochures, flyers and other material -- including your business card -- and you push them out into the market praying all the time you are doing it, hoping they read them and will take the action you want them to. This is an easy rhythm to get into because it allows you to hide and not feel any rejection. Yes, if you don't know who they are, they can't reject you.

Materials are supporting documentation and should never be used to push what people need to buy from you. Yet, business owners, especially independent professionals and newbie's (under 3 years in business) use push marketing to frequently to "feel" like they are marketing. Then when the response rate is nil or real small, which is always the

## Knock, knock. Who's There? Your Target Market, Are You Listening?

case, they get disappointed, give up (major reason for dissolutions in the first 3 years of businesses), and begin to think they can't market, or marketing is "t-o-o" hard.

Then they walk around pointing out why people aren't buying. Take a moment, do it now before you forget, and make a quick list of what you use to market your service — brochures, business card, flyers, what else? Yes, most web sites are push marketing — you need to push people to get them to visit. Of course, there are some exceptions.

Now ask, "How much do I count on for these materials to

market for me? Do you go to networking events and push your business card into everyone's hand?" Oh, did you feel that whoosh of negative energy with that sentence? I sure did. Next time, keep those business cards in your pocket until asked for one and then still hesitate to give it out without some boundaries or criteria.

Why, because a business card has all your contact information on it. U-know, name, phone number, and maybe a logo that took you a year or two to develop that your market could care less about.

Your business card doesn't say how kind, understanding, caring or what you know or the value you bring to your clients. Its just flat energy.

Well, then, Catherine, how can you do this differently? Thought you would never ask.

Be creative. Think of a few things you would prefer to do to establish a relationship with your market. How about printing a copy of your ebook or latest article and discussing the topic instead of handing out a business card. Take one or two copies with you to give to qualified leads.

If someone else sees you giving the ebook out, and you want them to, invite them to a free upcoming teleclass and say its part of the handouts (even if it isn't). Take out a small note sheet that has your name, web site, and phone number printed on them (here's a vendor I recommend if you don't have any of these already — various sizes — Day Timer <http://www.daytime.com>), and write down the name, date

## Knock, knock. Who's There? Your Target Market, Are You Listening?

and time of the next teleclass and tell them they can register by visiting your web site.

**KEY:** The moment you use ink and take the time to write it down it, you move from push marketing to relationship building marketing.

Make it your goal to connect and begin building a relationship with your market. Look around and take measurement on how you are using with your material. Create a "measurement moment" and check in regularly. I do. Ask, "How can I do something different this week that builds connections?" Make a list of one or two you can do differently. Then test them. Be creative.

Ask, "How can I learn about at least one of their challenges?" After you do, spend some quality time thinking

how your product or service answers that challenge. If not, and it fits into your niche, then ask the universe to send you some options on how you can. This will open new doors of creative flow for you.

Remember, this is a learning curve, behavioral change, and shift in mentality. So, adapt and adopt with patience and love.

When you connect with others you double, even triple your attractiveness and money. Solo attracts solo.

Questions to support your evolution

- > Is your marketing communication two way?
- > Is your push marketing percent too high?
- > How can I ask prospects to share with me their biggest problems or challenges?
- > How does that relate to what I am offering?
- > How can I change this right now?
- > Have I put my "measurement moment" on my regular agenda for next week, next month?

> What 3 questions can I have in my arsenal for my next point of contact (include e-mail in this as well)?

## **The 7 Steps To Successfully Responding To Product Knockoffs**

**By Robert L Moment**

It's every small business owners nightmare: you find and market the perfect product or service only to wake up one morning and find that someone else is producing cheap knock offs of the same thing.

So how do you deal with it? By following our seven steps...

### 1. Offer a better product

It sounds simple, but offering a better product is both the easiest and most effective way to respond to product knock offs. There is always a market for products which improve on the ones that have come before them: make sure you're consistently looking for ways to improve your product, and you'll remain one step ahead of the knock off sellers.

### 2. Create a marketing edge

A great deal of good business comes down to great marketing. This is another area in which it's easy to gain an advantage over product knock offs. The people who sell knock offs aren't interested in building a brand, creating a buzz or researching their market. In fact, they want to spend as little time and money as they possibly can on selling more units of their product knock off. By investing in your marketing, you can gain an important edge.

### 3. Make quality a priority

You'll never be able to stop knock offs completely. What you must remember, however, is that knock offs have one big disadvantage over your product: their quality.

Most knock offs are cheap, mass-produced copies of quality goods. That's why they're sold for so little. By offering a product which is truly high quality, you'll appeal to those buyers who aspire to owning the real thing, and make it much more difficult for anyone to copy you.

### 4. Getting a patent does not prevent competition

A patent will help you deal with knock offs to a certain extent. What it won't do is eliminate the competition. You'll never completely eliminate the competition. All you can do is rise above them by making sure your product, service and marketing is the best it can possibly be.

### 5. Target smaller or niche markets where you can have the edge

While you may want to conquer the world with your business, it's often far more effective to conquer a

## Knock, knock. Who's There? Your Target Market, Are You Listening?

small part of it by targeting a niche which you can excel in. By concentrating on a niche market you can get to know your clients and their needs inside out, and make sure your product or service is tailor made to fit that niche. Leave the rest of the world to the knock off sellers.

### 6. Adapt to market changes and trends

In business, you have to adapt or die. By allowing your business to trudge along, doing the same thing in the same way you leave yourself wide open to competitors who are willing to be innovative and to move with the times.

### 7. Provide exceptional customer service

Businesses which produce knock off products often aren't interested in customer service. People like to do business with other people they can trust: that may not apply to sellers of knock-off products, but it should apply to you. If it does, you have nothing to fear from product knock offs.

### Summary

While it's impossible to completely eliminate product knock offs completely, it is possible to respond to them in such a way that your own sales don't suffer. This article provides seven steps to help you make sure that your products and service are able to stand up to the competition.

Robert Moment is an innovative business strategist and author of , "It Only Takes a Moment to Score" and upcoming book "Invisible Profits: The Power of Exceptional Customer Service" published in Fall 2006. Visit

and download the FREE Special Report "17

Profitable Ways to Turn Your Ideas into Wealth".

Knock, knock. Who's There? Your Target Market, Are You Listening?



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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