

This Free E-Book is brought to you by Natural-Aging.com.

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

Ready, Aim, Fire...Oops...Where's The Target?

By Patty Baldwin

Ready, Aim, Fire...Oops...Where's The Target?

by: **Patty Baldwin**

Everywhere you go on the Internet you find the words, "target market." What do they mean? What does it have to do with you? Well it has everything to do with your success in sales.

Let me give you an example. A few weeks ago an online entrepreneur asked me to review a direct sales presentation for him. Let's call him "Joe". His product and service is excellent. Top quality and performance, excellent customer service and support. The product will produce desired results for any business advertising online.

In this particular case, Joe's potential customer is in the furniture manufacturing business. The company owns a small chain of outlet stores and advertises on the Internet. Basically, an excellent candidate for Joe's offer.

Well, Joe sent me his package. In the offline world, it would have required UPS to deliver it with a hand truck! Now, that is an overstatement, but it consisted of a three-page cover letter, with four separate attachments and a CD presentation that he was going to mail as a follow-up.

Here's my response to Joe:

"What a tremendous amount of work you have put into this presentation.

Having been on the receiving end of proposals such as this, I must tell you that it would be the recipient of the "delete" key. Why? Too much to wade through. Too much for me to absorb. Too much for me to do. Nothing to compel me to read on.

Having said that, let's pretend for a moment that I am Mr. Jones.

Where are the needs development questions?

Ready, Aim, Fire...Oops...Where's The Target?

What tells me that you have done your homework and know about my industry?

What are my problems and how will you solve them?

How much does the average household spend on furnishings annually? (In the US it's about \$1,000)

How are you going to help me capture a share of those dollars?

How has the economy affected my business?

What qualities separate my business from my competition?

How extensive and how important are brand names to my customers?

What are my specialty areas?

What market do I target and why?

Why do my customers keep coming back to my stores?

What are some of the hot buttons or copy points that you might use to target Mr. Jones?

What is his business terminology?

Joe, here are two sites that can help you develop a more "targeted" approach to Mr. Jones:

I hope this helps, Joe. Decision makers are bombarded daily and we must be ever diligent that we are focusing in on "WIIFM" (What's In It For Me)".

Now, what was the message to Joe? Do Your Homework. Mr. Jones doesn't give a rip about your product unless it can fulfill his needs, but first you have to know what those needs are.

Joe's presentation, which probably took him hours if not days to prepare, was a classic case of overkill. The two sites referred to would have given Joe all the ammunition he needed to prepare an effective presentation and in just a few short minutes.

By the way, the research tools that I use to study markets, trends, and individual sites are listed below. Both are free to download and are priceless.

Ready, Aim ... Get Ready To Fire!

Patty Baldwin is a former Better Business Bureau executive and the owner of several online businesses. A successful net marketer, she invites you to visit any one of her sites at:

"Ready, Fire, Aim"

By Jeff Earlywine

Does the sub–title to this edition of Footprints and Monuments sound familiar? It does to me in a very real way. When I was a teenager my dad and I loved to go hunting. We would hunt whatever animal happened to be in season at the time, and anything else that moved. Especially snakes, but that is another story.

On one hunting trip my dad and I were about thirty yards from each other waiting for a particular kind of bird to fly over. I was ready. My gun was loaded. My mind was focused. I was going to "out shoot" my dad on this trip. Well, as I was sitting in my "ready" position I accidentally pulled the gun's trigger. Boom! As my shotgun let off a great blast I realized that my gun was pointing just a few feet from where my dad was sitting. Obviously, I fired before I aimed and almost killed my father in the process.

I see something similar in people's personal and professional lives all the time. Many get themselves ready with advanced education, power thoughts, and influential friends, but they fire before they aim. Aiming is a planning process that takes time and must be done before you can fire your way into a successful life, organization, or relationship.

You may ask, "I know how to get ready, and how to fire, but how do I take aim and then fire?" Or, "Is this just another goal setting exercise?" No, this is actually an exercise in life planning. In order to take aim you must know where you want to go, and what your passion is.

I have listed several questions below that will spark the creative part of your mind and help you establish your aim so that you will be able to achieve the kind of life, organization, and relationships you want.

Life Planning with accurate AIM: Where do you want your life, organization, and relationships to be in five, ten, or twenty years? One way to answer this is to draw a picture. This picture will give you purpose, passion, and energy. It will also keep a visual in your mind as to what you are aiming at. What standards of excellence, consistent growth, and specific review of progress do you need to set?

Do you have someone in your life to hold you accountable so you don't fire before you are ready or before you have taken aim? A good system is better than a good friend when comes to life planning, therefore, what is on your to–do list today that will help you become more like your picture tomorrow?

Jeff Earlywine began his ministry career while working on his undergraduate Business degree. His experiences have led him to work in many difference areas that have all benefited the local church.

CONSULTANT – Jeff has spent the last fifteen years consulting with hundreds of different organizations all across the nation. Serving as a consultant at The Injoy Group challenged him to be

his best while he worked with the best. Jeff has assisted many ministries in Vision Casting, Strategic

Ready, Aim, Fire...Oops...Where's The Target?

Planning, and Future Planning.

EXECUTIVE PASTOR – Jeff's unofficial title was, "Pastor of Organization," and by this title you might know this is his greatest skill. That skill gave him the passion to organize many different ministries in the local church. That skill also developed a volunteer staff capable of growing each of these ministries. He did this by equipping them to fulfill their God-given potential.

Jeff's passion is to come along side the leader and help him to identify and develop his dream, organize the needs of that dream, and then to train and equip leaders to fulfill that dream.

Related Content:

"Ready, Fire, Aim"

Are You Suffering From.... Paralysis Of Analysis?

Ad Circular: Money-Making Formulas of Chemical Magic

How to Plan for More Time and Have Time for More Planning

You Can't Hit Your Target, If You Don't Pull The Trigger!

Read more Content at

Related Products:

Collectible Manager Pro Software

My Online Friends – Dating Website Script

Blogging Made Easy

Profitable Puppets

Money Making Flashy Designs in a Box

: A genuine resource center for Quality Ebooks and Softwares

Ready, Aim, Fire...Oops...Where's The Target?



This Free E-Book has been brought to you by Natural-Aging.com.

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