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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!

Target Market

By Bob Osgoodby

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Identifying your target market is one of the things you should have learned in Marketing 101, no matter what school you attended. Many of us attend the "School of Hard Knocks", and if you don't learn it there, you probably never will be successful in your marketing efforts.

Now let's think a little. Would you really try to sell summer clothing in the middle of the winter? Not many people would. Why? There is little if any market for summer clothes in the winter.

How about winter coats in the Bahamas – sure an occasional "snow bird" might buy one, or a Bahamian, who was travelling north. But to open a store that sold nothing but winter clothing there should not be on the top of your priority list.

Why is the answer to both of the above no? Simple – they don't match your target market. Your target market should consist of people who not only need your product or service, but also have the wherewithal to pay for it.

Does the Internet have this same requirement? Sure – while the Internet is worldwide and covers most of the globe, it is probably more important to find your target market there than anywhere else.

Most places you might advertise in don't have detailed demographics on their visitors or readers. Some companies are trying to get this information, but it is a long uphill battle as

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most people are unwilling to give out personal information on the web.

This is one instance where you have to use some common sense. While you may not have detailed demographics available, there are some things you can do to sharpen the focus a bit. If you were selling a health product geared toward older people, you can automatically rule out the "kiddie sites" or ones that appeal to a young crowd such as the sites where you download free music.

Web Sites or Newsletters that specialize in humor are normally a "no-no" as the grind of getting two or three jokes out a day,

will guarantee that they will publish some that will offend somebody. It is also one of the least targeted. Don't get me wrong here. Humor has its place as long as it is in good taste, is not offensive, and is part of a publication that reaches a specific group.

So, using some common sense, you identify either some web sites where you can place an ad, or a newsletter that appears to cater to your potential client base.

The next step is tracking your results. This is where many budding entrepreneurs miss the boat. There are a number of ways to track where your inquiries are coming from. Probably the easiest is to give an email address which is unique to that ad. If you have your own domain, you most likely have unlimited aliases that all come to the same email address. AOL gives you multiple email addresses, and if all else fails, get yourself a supply of free email addresses.

You can also use the web to help in your tracking. Designing a unique form, which sends you an email for each ad someone responds to, is not an overwhelming task. You can build a keyword right into the form, that the person filling it out will never see, that lets you know exactly where they saw the ad.

Newsletters are a good choice. If a newsletter has been around for awhile, and has a decent number of subscribers, they are doing something right. If your ad is not pulling, odds are either you are in the wrong target market, or have a crummy ad.

The first mistake someone might make is confusing subscribers with potential customers. One newsletter with 500,000

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subscribers may produce minimal results, while another with only a thousand or so, may produce a lot. Here is where you have to determine if the newsletter you are considering is reaching your target market. If it is, and you have a decent product or service, which is affordable to those you are trying to reach, you will do business.

Where Can I Get Clients From?

By Sue and Chuck DeFiore

The following tips have come from a wide variety of sources; some from other successful businesses we know, some from our Home-Based and Small Business Support Group meetings and some we've developed by trial and error.

Some of the ways to get clients are: contact previous employers; mailing lists; cold call your target market; attend group meetings and seminars for your target market (conventions for doctors, lawyers; computer seminars); attend local Chamber of Commerce meetings; join groups related to your target market; if your target market uses a specific system, for example accountants use the SafeGuard system, contact them and tell them that you are available to teach them how to use the system or you can do it for them. Knock on doors and call others in your line of business for overload work, or clients they have trouble working with. Send surveys to your clients. This will also help you to obtain testimonials. Do a general survey of your target market. This will give you better leads. For example, for my classes, I have a survey I use that contains, what type of equipment is being used, what type of programs they are using, and whether or not they do desk top publishing in-house. This survey gives me the name, address, and phone number of the person to send my class listings to, in addition, to determining whether or not they are a desk top publishing prospect.

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and tricks, educational products and coaching in creative real estate investing and home based businesses. No time to visit the site? Subscribe to our "how to" Home Business Solutions Digest, it's like having your own personal coach:

Where Can I Get Clients From?

Hey! You Talkin' To Me?

Eight No Cost Ways to Market Your Business

HOW MUCH BUSINESS ARE YOU GETTING FROM YOUR 'NATURAL MARKET'?

Are You Hitting Your Target?

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Money Making Flashy Designs in a Box
How To Find A Topic For Your Ebook
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