

Your Target Audience – Who Are They & What Do They Want?

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!

Your Target Audience - Who Are They & What Do They Want?

By Karon Thackston

Your Target Audience - Who Are They & What Do They Want? by Karon Thackston

by Karon Thackston © 2003

<http://www.copywritingcourse.com>

It still amazes me. When I write copy for a company, I always ask about their target audience. I have to know who I'm writing to in order to create a message that will bring a response. But about half the time, the client is absolutely stumped about who their target audience is and what they want.

At the risk of sounding like a broken record, I'll say it again: "You have to know your target audience before you can advertise effectively."

It just makes sense. How can you deliver what the customer wants unless you know what that is? How can you present a message in a way the customer will respond to unless you know their communication style? Bottom line... you can't.

So exactly how do you find out who your target audience is and what they want? It's actually easier than you might think. Here are my top seven ways to define a target audience. Each is quick, simple, and free/cheap.

1. Ask. Devise a survey or questionnaire and send it out to those people who you think *might* be interested in your product or service. Take a week or two to write a list of questions that you'd love to have the answers to; then create an online survey, and send out the link. Be honest. Tell the people why you want the information and what you plan to use it for. Also remind them that the survey is completely anonymous.

If you really want to boost responses, offer a prize drawing. Perhaps you could give away an Amazon gift certificate to one lucky winner.

TIP: I use Survey Monkey (<http://www.surveymonkey.com>) because they have the easiest and most flexible tools I've found. Not to mention, for surveys that only need 100 responses or less... it's FREE!

Your Target Audience – Who Are They & What Do They Want?

2. Read. Pick up some industry trade magazines or newspapers from your local newsstand (or read them online). Especially look for the Letters to the Editor section. This is normally where folks "sound off." It's a great place to get some fresh insight on what your target customer is thinking.

3. Lurk. Visit online forums that are directed at people in your target audience. No need to post a message... just hang out and see what others are saying. This is another wonderful place to get insights on what people in the real world are thinking.

4. Visit. Stop by some of the places your target customers might visit. Are you selling back supports to truck drivers? You might need to visit a few truck stops. Just sit back, order the lunch special, and keep your ears open!

5. Talk. Want to know the biggest complaint about retaining wall contractors? I actually had to find this one out for a client! Talk with those who would hire a retaining wall contractor. I jumped on the telephone and made a few phone calls. Amazingly enough, almost everyone I spoke with had the same complaints. I was able to use that information to position my client in the best possible light before his target audience!

6. Join. Local associations create a tremendous environment for people to express their opinions, discuss pressing issues, and solve problems. Don't join the ones that fit YOU best, however. Join the ones that your target customers would join!

7. Think. Put your thinking cap on, and come up with more ways to get to know your target audience. Perhaps you could visit a company that falls within your target customers' line of work, and observe them for a few hours. Maybe you could host a free conference call where people within your audience could voice their opinions. With a little creativity, you'll have all the ins and outs of your target customer nailed in no time!

Make Money From Google Or Yahoo. P/T

By Conrad Sear

This is how I make money part time. I created my own network over the course of 6 months. Creating web site after web site. On each one of these web sites I add advertising. Small unobtrusive ads. I add banners from affiliates & traffic programs & viral programs.

It all sounds simple so far, right?

Well, it is. Until you go to your accounts & check for balances. You find you are not making what you thought you would. You may even say "why did I bother."

This is all okay. We all go through this. This is the learn curve. Easy money really only comes after you have the knowledge & experience. Stumble 100 times, hit the big one once.

Your Target Audience – Who Are They & What Do They Want?

This is how it worked for me. Follow some rules & facts.

Facts:

1. websites take time to build popularity by search engines. 2. you must Search engine optimize your keywords & content. 3. read, study, learn from others. 4. you don't have to spend a lot of money on promotion. 5. find solid proven programs to build from first, then add your ideas & make it more of your own. 6. most everything is free on the internet, find it!

Rules:

1. The web doesn't care who you are! 2. Search engines only care about the balance between content, keywords, link popularity, traffic, and relevance. 3. 80% of your traffic will come from search engines. 4. it's a numbers game. The more traffic to your site the more likely to convert sales, clicks, & sell advertising space. 5. MORE IS BETTER. Make multiple web sites. Have lots of content. Link to thousands of sites.

Take all of this & go sign up for Google AdSense & Yahoo Publisher and anyone else you can. You should have multiple rivers of revenue. DON'T put all your eggs in one basket. Having multiple AD revenues will greatly expand your base.

Google pays best right now. Yahoo is good. Affiliate programs are subjective. You must fine tune & match relevant content. But they work.

These are the basics. Now go out there & find your niche. Over time you will have built a tiny empire.

Conrad Sear has been a web developer for 14 years. He now manages a startup SEO company called

. Their growing list of clients are all making to the top with his guidance.

Samples—(

#1,

#5,

#1,

Your Target Audience – Who Are They & What Do They Want?



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!