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portfolio – script for teleclass

Hello, everyone! This is Charlon Bobo and it is my pleasure to welcome you to this teleclass. Tonight we are going to:

Define Your Ideal Customer to Discover the Most Effective Marketing Language for YOUR Business

Join me in the intent of the next hour which is to maximize your efforts to best serve your customers and clients.

I am joined by my colleague and dear friend Gina Rafkind of VedaSun.com who will be holding sacred space for us as we delve into this exploration. Thank you, Gina, for serving all of us in this capacity.

I am most inspired by the messages that come directly from the Divine and apply to my life in real-time. In the next hour I will not only share with you the proven techniques I have used throughout my entrepreneurial career to build strong long term relationships with *my* ideal customers, but I will also follow the inspirations—and capture the essence and unique wisdom—that reveal themselves as we move through the content. It's my experience that a pairing of the tangible and the esoteric (or spiritual) is a powerful synergism that consistently delivers maximum results.

So, let's get started!

[What to expect/class format]

As an introduction I want to give you the format of tonight's class:

1. We'll start with the background of how this class was born
2. I'll share two inspired techniques that pre-pave the way to defining your ideal customer with ease
3. I'll discuss why it's crucial to define your ideal customer base
4. I'll answer a common question about the risk of niching too narrowly
5. I'll discuss the important languaging distinction between "target market" and "ideal customer" and then for the main event...

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6. The exercise of defining *your* ideal customer
7. We'll wrap up with discussing how to use the information from your analysis

A quick note: I will be using the terms target market and ideal customer interchangeably. Target market is based on my formal training and commonly-understood language, however, as I'll detail later on, I have transitioned to using the term ideal customer.

One more thing... if you didn't download the supplemental materials for this class, you will need a few pieces of paper and a writing utensil to complete the exercises.

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1. How this class came to fruition

As a business consultant, the topic of the target market comes up often. When I pose the question *Who is your ideal customer?* I usually hear one of two responses:

1. Here's the first one: [silence]
2. This is the second most common response: "Everyone... couldn't everyone benefit from my _____?" (miracle wrinkle cream? sweat-proof socks? high-powered sprinkler system?)

I realized that if business owners didn't even know what I was talking about, or they were marketing to everyone, they weren't in a position to maximize their marketing efforts. This meant they were investing **and wasting** valuable resources and I determined to do what I could to remedy that. This class is the result. This story is the perfect example of knowing your ideal customer and specifically catering your offerings to them.

I saw the need of business owners (for someone to help them define their perfect audience) and I presented myself as the solution (offering this teleclass).

That's what knowing your market is about. And the only way to become the valued resource and the solution for your audience is to get to know them better with a detailed analysis.

During my consultations, it wasn't helpful to tell my clients they needed to know their market better or that they should conduct a target market analysis. They needed to be shown how. That's why we're on this call tonight.

With further exploration in developing this content, I was excited to realize that within one hour, you can easily:

- **get into the heads, hearts and lives of your prospects** (and the reason is: it's the only way you're going to truly connect, build strong relationships, and position yourself as a respected and reliable go-to resource)

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- within one hour **you'll be equipped with a powerful, yet simple tool that could be a BIG business game-changer** (and the reason is: because it's that intuitive and impactful)
- within one hour **you'll understand why your current marketing efforts might not be as effective as they could be** (and the reason is: maybe you're writing to everyone because you just didn't know there was a better way)

2. Inspired techniques

Before we delve into the heart of the how-to's of defining your ideal customer, I want to equip and empower you with two of the same tools I use to gain access to hidden information... information that reveals surprising insights and will catapult your success in capturing the vital essence of your audience.

They're actually a *shortcut* to seeing and feeling your ideal customer. These processes take the exploration and discovery out of your *thinking mind* and into the realm of your *heart center*--where all the juice of life resides--including your best insights into communicating with your audience!

What's so cool about these techniques is that not only do they assist you in business, you can use these same processes to access your inner wisdom to dramatically enrich ANY area of your life: romance, relationships, happiness, or health to truly gain clarity.

Technique #1 | Heart-Solar Plexus Binding Technique

What it does: **Creates a powerful link between your creative, heart-inspirations**—as in “fulfilling the desires of your heart” (obviously represented by the heart) **and your personal power or your core** (represented by the solar plexus).

Interestingly, I was doing some research on the solar plexus and the basis for the term "solar plexus" is that refers to radiating, like the sun does. In the abdomen there is a group of radiating nerve fibers, or a "plexus", that is situated behind the stomach and in front of the aorta. So the radiating quality of this group of nerves as called the solar plexus.

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That's why it makes it so easy when working with the solar plexus to use the mental visual of the sun and specifically for this exercise, imagine its rays radiating out to encompass the heart.

How does this apply to defining your ideal customer?

When your heart's desires are grounded in the core of who you are and your commitment to serving others, there's no stronger synergy than the heart/solar plexus connection to bring those desires to physical manifestation.

The heart offers the passion and initial inspiration. The solar plexus is the representation of your solid rooting, your foundation, the spiraling energy or essence of who you are and the unique qualities you bring to life.

1. Close your eyes.
2. Inhale deeply. Exhale.
3. Consciously intend to create a powerful, forever link between your heart energy and your solar plexus energy.
4. Put your right hand over your heart
5. Put your left hand over your solar plexus (where your ribs join or approximately 6 inches above your belly button). Note: Skin-to-skin contact is best to create a fully tactile experience, but over your clothing is fine.
6. Imagine the infinity symbol; this is called a lemniscate. If you don't know what this looks like, picture the number 8 turned on its side.
7. With your hands properly positioned, in your mind's eye, start at a mid-point between the heart and solar plexus. Begin drawing one side of the infinity symbol first encompassing the heart and then finish the other half of the lemniscate by sweeping down to enclose the vibrant, swirling energy of your solar plexus.
8. In your mind's eye, draw the lemniscate three more times and stop in the center.
9. Feel the strong, unseverable link between the two.
10. Feel the solar plexus warming the heart and radiating to encompass your entire physical and spiritual being.
11. Know that from this moment forward, with a mere thought, you can access the power of this bond to inspire you with new ideas or provide the tangible tools to put those ideas into action. Your heart

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and your solar plexus are now bound in powerful synergy to serve you as never before.

12. Inhale deeply. Exhale and come back to full presentness.

Technique #2 | Dominant/non-dominant handwriting technique

This technique is magical in its ability to reveal valuable information just below your conscious awareness. Think of this as an effortless, open dialogue between your consciousness and your subconsciousness in which your subconscious wants to reveal the secrets allowing you greater insights and success. (Although I use the word subconscious, this languaging can easily be replaced with God, higher self, Source, Universe, etc. Use the term that resonates for you.)

1. With a piece of paper and a pen in front of you, set your conscious intent on effortless flow.
2. Inhale deeply. Exhale.
3. With your dominant hand, write the question: **What is the true essence or main theme of my ideal customer?** [Repeat] I'll give you a few moments.
4. Switch the pen to your non-dominant hand and write the first response that comes to your awareness. Don't filter. Don't think. Just write. Then, move to the next question.
5. With your dominant hand, write the question: **What information would surprise me about my ideal customer that isn't in my conscious awareness?** [Repeat] I'll give you a few moments.
6. Switch the pen to your non-dominant hand and again write the first response that comes to your awareness.
7. Continue this process with the following three questions:
8. **What is the most effective way to reach my ideal customer?** [Repeat] I'll give you a few moments.
9. **What indicators will I have when I know I've captured the nature and language of my ideal customers?** [Repeat] I'll give you a few moments.
10. **Is there anything else that I don't know to specifically ask that my subconscious wants me to know, to make this process easy, enjoyable and profitable?** [Repeat] I'll give you a few moments.

That concludes the exercises. **Now let's move from the more esoteric to the meat...**

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3. Why define your ideal customer base?

As a business owner, it's critical that your marketing efforts are focused on the activities that give you the highest return on investment.

When you choose a market that can benefit *most* from your products or services, and you commit to exclusivity, you position yourself as an authority for those customers. As consumers ourselves, we want to purchase from those suppliers who know our needs, who aren't trying to be everything for everyone.

Let's use a personal trainer who lives in Montreal as an example. He might choose to target middle-aged, self-employed men in the area who want to lose weight and change their physiques before their 50th birthday. This isn't to say that this trainer will exclusively target this niche, because he may if the market is big enough. But, he must ensure he understands the needs of that chosen market and leverage that focus to attract as many clients as he can from that niche.

There are four primary reasons why you must first define your ideal customer and then, based on that information, laser focus your marketing efforts. I'll give you all 4 reasons to define your ideal customer and then go into each one in greater detail:

- 1. It's impossible to be all things to all people.**
- 2. With differentiation comes expertise.**
- 3. The sales process is much simpler, and shorter.**
- 4. For entrepreneurs, time is a precious commodity.**

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Reason #1 to define your ideal customer: It is impossible to be all things to all people. Remember earlier when I shared a common response to the question, Who is your ideal customer? and it was "Everyone"?

For starters, it's impossible to be everything to everyone. Your language would be so bland and vague, that it would appeal to very few people, which is as limiting as having a market that is too narrowly-defined.

By knowing your audience, you can ensure your offerings are fine-tuned to correspond to their particular needs. This strategy becomes one of differentiation.

If the trainer in the example tries to cater to too many types of clients at the same time, his differentiation disappears and he become just one more among an already-saturated personal trainer market.

Reason #2 to define your ideal customer: With differentiation comes expertise. Another benefit to focusing on a specific niche is the expertise that is perceived, and developed, as more and more ideal customers are serviced over time. As word spreads of your expertise, prospects come to you and it will be easier and easier to establish and maintain relationships with them because their needs are so precisely met.

Reason #3 to define your ideal customer: The sales process is much simpler, and shorter. With a laser focus, client's needs are well understood and catered to. This is easily recognized by both existing customers and potential customers. As a result, much less effort is required to engage them. They are already primed and ready, and **may even be willing to pay a premium for such specialized service.** In addition, they will likely return for more as it is fairly certain that future offerings will precisely correspond to their needs.

Reason #4 to define your ideal customer: For entrepreneurs, time is a precious commodity. By focusing your efforts on a particular type of customer, everything takes less time. Less time spent on marketing, less time on sales, less time trying to understand and satisfy your customers, and less time trying to retain them. This means that more time is spent actually serving your customers and generating revenue. Consequently, sales increase because your attention is focused.

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In conclusion, these four reasons illustrate how vital it is to focus on a very targeted niche. As a result of this laser focus, you will be more profitable and clients will be more satisfied. And as you already know, these are winning conditions for longevity and growth.

In addition, as a business owner, this ensures that you are spending more time doing what you love rather than using valuable resources on prospects who may not benefit *most* from your offerings.

4. When I'm defining my ideal customer, is there a risk of niching too narrowly?

Often I hear a concern from business owners about the dangers of niching too narrowly. They assume that if they narrow their focus, they won't have enough business, e.g. "Won't my market be too small to support my business?"

That's is a legitimate concern. Let me give you an example of a very narrow market:

- Women
- Aged 34
- With blonde hair
- Who live in Tennessee and
- drive a convertible red sports car
- vacation exclusively in the month of March
- drink 2 cups of decaf coffee per day

Although there are 6.7 billion people on the planet right now, if this is your target market, chances are that you won't have a very big pool of customers.

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So, as a general guideline, I use at least 5 *general* defining points. I begin by defining a gender preference and then “drill down.” Using my business as an example, my ideal customer is:

- Female
- 35-50 years old
- Entrepreneur
- Spiritual
- Committed equally to service AND success

You want to find that mid-point between having a focus that is too narrow as to eliminate your market entirely AND one that is niched tightly enough so you can be effective in communicating with them.

5. The distinction between “target market” and “ideal customer.”

The language used when I was being mentored by online marketing leaders was “target market.” This was a few years ago and so much has transpired since then in terms of conscious and spiritual practices, training and terms... especially as they apply to business.

The term “target market” speaks to treating people as a commodity. You target them, you write copy to get them to take a specific action like click the buy button, and that’s the extent of your target market’s value to you.

In marketing circles I’ve also noticed the term “sales funnel.” As in, you get prospects into your sales funnel by offering something free, then something for a nominal cost with all efforts pointing to your highest-priced offering.

At some very early point in my training, I had to develop my own marketing plan because these efforts began to feel dishonorable to me. In the least, they didn’t resonate with me and I knew they wouldn’t resonate with my market.

People are not a resource to be used and tossed away. That’s why a change in verbiage became necessary in my own marketing language. In a discussion with one of my dear colleagues and friends, she share that she’s now using a replacement term and that is: ideal customer.

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By using “Ideal customer” you subtly convey that you are **as interested in building relationships as you are in making the sale**. Make no mistake, we are in business to make money, but there's a way to do it that doesn't feel like cheesy car sales.

As consumers ourselves, we all know when we're being sold and don't like how that feels. So, why would we impose this on others?

6. Let's define YOUR ideal customer

Let this be easy. Let it flow.

This is an exercise in creative writing. You are “making up” the responses or “going with” the first thing that pops into your head.

What happens is: as you provide input for each point, you begin to create a persona that is one person who represents your dream customer.

I am going to ask you a series of questions. If answers don't come immediately, no worries. They will. This is an exploration that will take time. For right now, we're just trying to capture the most-prominent qualities.

Let's begin:

1. What is the gender of your ideal customer?
2. What is the age (or age range) of your ideal customer?
3. What is their marital status of your ideal customer?
4. Does your ideal customer have children? If so, how many and what are their ages?
5. Does your ideal customer they have pets? If so, how many and what kind?
6. What is the occupation of your ideal customer?
7. What is the annual annual income of your ideal customer?
8. What is the geographic location of your ideal customer??
9. What type of home does your ideal customer live in?
10. What movies does your ideal customer watch?
11. What does your ideal customer do for entertainment?
12. What does your ideal customer eat?

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13. What is the fashion statement of your ideal customer? What kinds of clothes does your ideal customer wear?
14. Where does your ideal customer shop for everyday items?
15. Where does your ideal customer go on vacation?
16. What magazines/books does your ideal customer do read?
17. What are the hobbies of your ideal customer?
18. What are the favorite Web sites of your ideal customer?
19. What life concerns of your ideal customer?
20. What is the greatest fear of your ideal customer?
21. How does of your ideal customer find you?
22. What are the qualities your ideal customer seeks most when looking for products or services similar to yours?
23. What is your ideal customers greatest challenge (as it relates to your product or service)?

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The last two steps to finalize the process:

1. Name your ideal client; first and last names.
2. Cut out a headshot from a magazine or online image resource like istock.com or photos.com and glue to cardstock. It should capture the smile of this person because your products or services made their life easier or better. Keep this within easy access. When you're writing marketing materials, pull it out and write directly to this one person who represents your entire pool of ideal customers.

When you develop your marketing plan and write to one person, it's personal. You feel comfortable being yourself and connecting in a meaningful way because you have fully explored who your ideal customer is and you are focused on making their lives better.

The next action—*which you will do after this class*—is to write a detailed story about your ideal customer using the answers to these questions. That makes the information much more personal. It makes this imaginary person—and their life—come to life.

As a side note, it's also important to be clear on why your product or service is different from similar offerings.

Unless you are one of the very few people who come up with a completely new product or service, you need to be able to identify what makes you different from your competition, and why people should buy from you instead. This should be presented in a way that highlights the benefits of your business, not trashes other businesses. It's important to develop a short, jargon free, elevator pitch to describe what your business offers.

So, now you have identified your ideal customers and you are getting a much better sense of the specific language to use to reach and resonate with them.

That's our next point of discussion.

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7. What next? How to use the information from your ideal customer analysis to compose effective copy and other online marketing content

This is the topic of at least another full hour, but to get you thinking about this, an illuminating exercise is to make a list of 10 words based on your analysis that you KNOW will resonate with your ideal customers.

Let me give you some examples:

If you have an **exclusively male market**, you'd use words like:

- Rugged
- Hard-driving
- Shrewd
- Aggressive
- Full-throttle

What about an **entrepreneur** of either gender?

- Comprehensive
- Freedom
- Flexibility
- Easy-to-implement

How about **words to market baby products**?

- Cuddly
- Adorable
- Huggable
- Precious

How about **words to promote a dating site**?

- Spicy
- Alluring
- Shocking
- Spontaneous

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How about **words to promote a clothing line?**

- Dazzling
- Sensational
- Elegant
- Daringly drab
- Splendid

We are at the end of our time together. I want to congratulate you on being light years ahead of where you were just one hour ago, both personally and professionally.

If you have questions as you move through this process, feel free to contact me via CharlonBobo.com or email me at editor@editcopyproof.com

Be blessed and be well!