

The Target Market Catapult: The 1st Stop in Marketing Transformation

Your target market is made up of the people who buy from you, the people who trust you, the people who shower you with praise and tell all their friends about you. So why is it that most business owners don't really know their target audience? Why is it that most people's definition of their target audience is "anyone who can fog a mirror?"

Here are the biggest reasons why:

1. Fear: of ostracizing someone
2. Lack of clarity: not sure exactly *who* makes up your target market
3. 'The chameleon effect': Wanting to be all things to all people

Now, ask yourself these questions: Do you dominate any market segment? Is your calendar fully maximized with paying clients? Are your services making the impact on the world that you have always wanted? One more question, do you feel like your company values are mirrored in those of your clients?

Focusing time, money and effort on an unspecific market that is generally uninterested in your services is a costly endeavor. Filling up your schedule with non-ideal clients also tends to deplete your emotional 'bank' and will cause burnout. *But who are these ideal clients?*

Defining and targeting a segment of customers who are prepared to purchase your services not only increases your chances of making sales, but you also cut down on your marketing costs by saving time, effort and money.

In other words, the "spray and pray" method of marketing, or "throw a bunch of stuff against the wall" does not work. You're ready for change. You're ready to make the impact on the world that you came here to make. And you're ready to make your impact on the people you are aligned with. Am I right?

Enter stage left: **The Target Market Catapult**

A half-day, concentrated program with the Mistress of Marketing where you will come out with a well-defined target market and ideal client description that will:

- Increase the Return on Investment of your marketing budget (time *and* money) - take the guess work out of marketing
- Make you *stand out* to your ideal clients – your clients don't have time to dig through muddied waters to find you
- Make it MUCH easier for *you* to find *them* – the hunting and pecking must stop
- Increase your referrals *instantaneously* – take the guesswork out of it for your referral sources – they're begging to help you
- Help your ideal clients choose you over your competition – because you've made it a no brainer for them to choose you
- Make your marketing SO much simpler – once you know to whom you are marketing, now you know what they want to read, watch or listen to that will attract them like moths to a flame
- Allow you to be *excited* about every client you work with because your *values* and *culture* align

All of these benefits are essential to the transformation and effectiveness of your marketing. This is the first domino in a long line that will transform your marketing, your business, your clientele, and the amount of money in your bank account. Without it, you will have "same stuff, different day."



Details: A three-hour* in person discovery process split into two sessions with Meghann will uncover your business values, extract your target audience, and develop your ideal client profile.

The result will be a written Google document describing the characteristics, values, traits, needs, wants, and interests of your target market and ideal client, with specific ideas for effective techniques to market to them. This will serve as the platform for the rest of your marketing going forward; everything can catapult from here.

Business investment: \$797