



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

As a visionary leader, there are many things you need to master in business in order to create the level of impact you desire. Many objectives are not fun to tackle alone. Ask yourself these questions:

- Do I dominate any market segment with your services?
- Is my calendar fully maximized with ideal clients paying you what you are worth?
- Do I have a clear understanding of where I need to go offline and online to find my ideal clients?
- When asked who I work with, can I answer with ultimate clarity and certainty?
- Am I getting crappy referrals or not enough referrals?

Chances are, you answered “no” or “I’m not sure” to some of the questions above. What if the scenario could look different for you and your business? What if you could:

- **Remove the guess work** out of marketing and get the most out of your marketing budget
- **Stand out** to your ideal clients
- **Increase your referrals** *instantaneously*

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. It also makes marketing confusing.

But how do I identify my target market?? It seems too difficult...

The Target Market Catapult is a *FUN* and *PAINLESS* process. Led by marketing coach Meghann Conter:

- The process only takes two sessions and requires no blood donation on your part
- I do all the research and ‘heavy lifting’ for you!
- I make it fun, entertaining, and expansive
- You will come out of the program with a well-defined target market and ideal client description that will make it easy for you to find them and know what to say to attract them!

This is perfect for business owners who feel:

- Tired of “throwing a bunch of marketing ideas up against the wall to see what sticks.” It doesn’t work.
- Ready for change. Ready to make an impact on the people you are aligned with and excited about.
- Ready to increase sales, and cut down on your marketing costs by saving time, effort and money.

This is the **first domino** that will transform your marketing, your business, your clientele, and the amount of money in your bank account.

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

The result will be a written Google document including the characteristics, values, traits, needs, wants, and interests of your target market and ideal client, research and data. Specific ideas for effective ways and places to market to them – online & offline. Everything can catapult from here.

Business investment: \$897