

In this episode, we're going to be learning something that may be the single biggest driver to the success of your online business.

Specifically, I'm talking about how to 10X your client acquisition program by creating a powerful customer avatar.

Now, in order to do that ...we'll start by focusing on finding and targeting a niche of ideal prospects that will generate consistent profits for you.

Now, I don't want to overstate this ...but (please understand) that this is critical to your success ...your very existence online. Think about it ...if your niche is wrong then nothing you do will seem to work right.

Not your product.

Not your marketing.

Everything will be an uphill battle.

On the contrast, if you identify the perfect niche for your online business ... everything else you do in your online business will be MUCH, MUCH easier.

I've invested almost 20 years now building successful online businesses in a half-dozen different niches, and in a moment, I'm going to teach you the exact process I go through when I'm targeting my own niches...so if you're ready, let's get started.

So, Ken ... What (Exactly) Is A Niche?

In simplest terms, we can define a niche as a need many people have that your product/service solves.

In other words, your niche (or your market) is a combination of your ideal clients (customers or patients) ...and the products and services that you sell to them.

It's not simply about doing your research and figuring out who the best prospects are to target ... And it's definitely NOT about (starting off) with a product and/or service first... It's the combination, the match, between these two parts that make up your niche.

Burn This Into Your Brain: According to mean ole' Dan Kennedy ..."Niches Are Needs!"

Now when you start seeing niches as needs, you may experience a certain paradigm shift.

You immediately realize that, if a niche is a need, then it isn't something you can just "pick" from amongst a selection of items.

You realize that a niche is something that must be found, identified, and
WHAT IS A NICHE?

In simplest terms, we can define a niche as a need many people have that your product solves.

In other words, your niche (or your market) is a combination of your target customers and the products and services that you sell them.

It's not just about picking out who you want to sell to... and it's not just about creating a product...

It's the combination, the match, between these two parts that make up your niche.

Remember ... Niches Are Needs!

Now when you start seeing niches as needs, you may experience a certain paradigm shift.

You immediately realize that, if a niche is a need, then it isn't something you can just "pick" from amongst a selection of items. You realize that a niche is something that must be found, identified, and wanted.

To do this EFFECTIVELY ...you must "think like your IDEAL New Client Prospect ...from the start." (i.e., you find out what they ACTUALLY want, and create a product or service around it).

If you're not used to stepping out of your perspective and thinking from the position of someone else yet, it may take some practice to get used to...

But remember, to win this game, you must get outside yourself and into the client's shoes.

Can You Pass "The Niche Test?"

Now let's talk about what we call "The Niche Test'. The Niche Test is a set of three questions that you want to use to test the potential of any niche or

product idea that you have before you invest time and money into it. If you get three yeses, you've got a niche or a product that you owe it to yourself to test.

If you don't get three yeses, you want to keep working on it until you get three yeses. So, if you're ready to take the test ...let's get crackin!

TEST QUESTIONS:

- **Is your ideal new client prospect experiencing pain and urgency or irrational passion?** In other words, are they emotionally motivated? If they are not triggered emotionally or not experiencing emotional pain or strong passion, then it's probably not a good idea for a product or niche because they are not motivated enough.
- **Is your ideal new client prospect proactively looking for solutions?** Are they actually getting off their butts and actively looking for a solution to their problem?

This is kind of proof that they are experiencing enough emotional motivation that it makes them a good potential market. If they are not proactively looking for solutions and if they are not out doing research to find a solution to their problem, then you have to play the game of talking them into wanting what you're selling, which is usually an uphill battle.

- **Does your ideal new client prospect have few or no perceived options?** This is important because if your ideal new client prospect has lots of perceived options then you have to play a competition game.

You want the problem you solve or the solution you deliver to be narrow and concrete and specific enough that when your ideal new client prospect finds your solution they say, "Wow! I really haven't seen anything quite like this." That's when you can start to build value, charge higher prices and literally dominate the market.

So, now let's talk about "How to create a powerful customer avatar." If you want to have success marketing your product or service online, the first thing you must do is get clear on

- **WHO your ideal client, customer or patient is**...which we've pretty much covered up to this point. Next... you need to figure out ...
- **Where they are hanging out online (and in mass)** ...and then #3 (which we've covered) is ...
- **What are their primary challenges** (i.e., "The thing(s) your product/service fixes or eliminates")

I'm sure you realize that investing the time to create a customer avatar (some call it a buyer persona) for your business ...would have a huge impact on your marketing ...but you're not quite sure "how."

We'll get into the "how-to" nuts and bolts of creating a powerful customer avatar in just a second ...but it's very, very important ...that you first understand that for small business owners, entrepreneurs and professionals ... having a well-crafted, laser-focused customer avatar is (literally) ...

Your Marketing SECRET WEAPON!

To create a powerful customer avatar ...you'll have to answer these additional questions:

- **Content Marketing** – What blog posts, videos, podcasts, Lead Magnets, etc. should you create to attract and convert your avatar?
- **Paid Traffic** – Which ad platforms should you buy traffic from and what targeting options should you use?
- **Product Creation** – What solutions is your avatar searching for?
- **Copywriting** – How should you describe offers in your email marketing, ads and sales letters in a way that compels your avatar to buy?
- **Email Marketing** – Which avatar should receive a specific email marketing campaign?

... and that's just scratching the surface.

Every element of your marketing and sales process that “touches” your ideal client... (which is pretty much EVERYTHING) will improve once you have created a laser-focused customer avatar for your business

Think about this for a moment: A “certain” type of a person ... buys our products and services. So, it makes all kinds of sense ... and IT PAYSto get clear on the characteristics of that person, ...so you can find and present them with a marketing message that moves them to action.

Additional Questions You'll Need To Answer So You Can Create An Effective and Powerful Customer Avatar

NOTE: We cover each of these on the podcast (above) in detail for you. We've also provided a couple of worksheets you can use to make the

process of creating your customer avatar much, much easier. You'll find these in the show notes where you can download them.

- To market a product or service properly, the first thing you must do is get clear on WHO your ideal client is, where they are hanging out, what their challenges are...
- There are 5 major components to the client avatar. On the podcast episode associated with this post, we'll discuss each one. We also talk about why each component is important and necessary.
- Identifying the Goals and Values (of your IDEAL client)
- Determining the best places to advertise (to reach them)
- Applying demographic information (to give them a look and feel ...it brings them "to life" – giving you a clear mental picture of who your ideal client/customer is.)
- Challenges and Pain points (This section will drive new product/service development as well as the copywriting and ad creative you'll use to compel your ideal client to action.)
- Objections and Role In Purchase Process (Why would your customer avatar choose NOT to buy your product or service? These are called "objections" and they must be addressed in your marketing.)
- Build Multiple Avatars (Why build an avatar for each niche? How many should we have? Which avatar should we build first?)

- Best methods for getting the data for building your Avatar? (If you have a system you use or want to review ...this is the time to do it)
- What do you think holds people back from creating a customer avatar and using digital marketing in general?
- What do you think the advantages of digital marketing are for a business owner?
- There are so many “moving parts” to digital marketing. Where do you start with your clients and how do you get results?

[To get an additional information on how to create a powerful customer avatar ...be sure to subscribe to FunnelTribes.com's – Get Clients Now Podcast on iTunes.](#)