



*Create Your  
Business*

# Who Your Customers Are And How to Reach Them

## **How to Create a Marketing Plan for Your Business**

One of the most important things you can do when you start creating your business is to find who your customers are and how to reach them.

There's a ton of information out there teaching you how to do this.

Everyone wants you to answer questions like - is your customer a man or a woman? Do they have kids or are they single or grandparents? What income box do they check when describing their income level?

We can ask and answer questions all day until we find our perfect customers. And then we're left with this really long list of characteristics about this person.

Have you ever stopped to think about how this information will help get these people to buy your products or sign up for your services?

Because it's not just about whether your stuff is cooler than the guys down the street. That used to work in the days before we could type out a question on our phones and come up with the answer and where to buy it with a click and touch of a screen.

Now we have to dig deeper to make the sale. We have to do more than just tell everyone why our products and services are better than the others.

You have to show your customers that your company is a problem solver to that question they just typed into the search engine.

## **Marketing Yourself as a Problem Solver**

To put your business in this place, you need to ask yourself this simple question – What problem does my product or service solve?

Let's break this down even further to be a problem solver:

- Does my product make my customer's life easier?
- Will my service help them do something quicker?
- Do my products give them more value for less cost than the others?

In other words, you're doing the work to find your customer's pain points.

## **What's a Pain Point?**

In simple terms - it's a specific problem that your customer is experiencing.

And to extend this definition into something that will actually help with your marketing plans - a pain point is an issue that your customer perceives is the reason that they're not able to do something like lose weight or improve their credit score.

It's the problem that's causing them some sort of "pain" that they're actively looking for a solution.

## **Let me walk you through how this works:**

Let's say that you're a health coach who helps her clients understand why it's so important to eat healthy food and get their body moving on a daily basis.

You know these steps are important for your clients so she can be there for her family's events and enjoy every part of her life.

Your client comes to you with this pain point - I want to lose weight to get into my black dress for my high school reunion.

While it's clear to you what your client needs to do to get into that dress, it's super important for you to understand what the real pain point is with the problem that she wants to solve. Your client didn't ask to get on a diet or to get the steps of an exercise program.

She wants to get into a little black dress and show off to her high school friends.

And I get it - she's not going to fit into that dress until she makes healthier changes in her behaviors. But that's not what your client believes in her pain point. *Her pain is that dress and her timeline is her high school reunion.*

Knowing that this is her perceived pain point { and not the pain point that you really know is the truth! }, you'll have a better chance of signing her up for your coaching services if you can speak to her perceived pain point in your marketing messages.

### **One of the Best Pain Point Examples**

One of the best examples that I've ever heard about how to use pain points in your marketing messages has to do with selling a drill for people who want to do some work on their homes.

When we think about how we'd market our drill, the first place we go is to start talking about the cool features like the drill speed or the changeable drill bits.

All the things that the drill does and why our drill is better than the one in the other box.

We put out our marketing message saying that our drill is the best one for people why want to buy a drill.

But this message completely misses the idea of the customer's pain point.

Our drill isn't for people who want a drill. It's for people who want to make holes in their walls. The ones who need to make a perfect hole in the wall where a nail and hammer won't work.

Now if we bring our pain point into our marketing message, it becomes our drill is for people who want to quickly and easily make holes in their wall in their homes.

Taking your customer's pain point into consideration moves it from what you think is great about your product or services into why the end user really wants to buy it.

## **How to be a Problem Solver**

Any marketing strategist will tell you that to help your customers you need to develop the right relationship with them.

And then they'll probably also throw in this line: "Remember, it's not only what you're selling but who you are selling to that makes all the difference."

When we talk about how to be a problem solver to our customers, of course we're going to pull together information about their age, gender, income level.

But for us to really connect with your customers, we need to dig down deeper and learn more about 'who they are and what they do.'

**You need to do a little work and look at the psychographics of your customer.**

I realize that's a big fancy word but it's really pretty simple.

Psychographics refers to the breakdown of values, interests, behavior and the lifestyle of your customers. Here's a few examples of what I'm talking about - your customers might be big Star Wars fans or maybe they're looking for green-friendly products or perhaps, they're active runners who exercise during their lunch breaks.

Learning more about the psychographics of your customers helps you not only understand how to discover your customer's problems but it'll also help you learn what motivates them to buy from you.

And when you can effectively understand what makes your customers excited, you can create targeted social media marketing messages that focuses on your customer's needs. Your messages will sound more like you're talking directly TO them and not just AT them.

There's nothing more important that gets a person to click the Buy Here button than to read a marketing message that speaks directly to them and how your product or service can solve their problems.

Think about the last time you bought something. You read through the copy on the page, nodded your head and said, "Yeah, that one is me, and number 3, 4 and quite possibly number 6. Where's that click to buy thingy?"

## The More You Know

The more you know about your customers, the easier it is to truly speak to what they need and how your products or services is the solution they're looking for.

Start thinking about how your product or service fits into your customer's lifestyle:

- How do my customers use my services or products?
- Is your product seasonal or do they only call you when something is broken?
- Is there one thing that is consistent with them, like they're all moms or they sell directly to other businesses?
- Do they have an interest or hobby outside of their work that they've shared with you?
- What are the challenges are they talking about in Facebook groups?
- What solutions are they saying they want like "I wish someone would give me a guide a video series that helps me do X"?

Spend a little time brainstorming who your customer is and what they're like outside of just being a customer.

Write or type out all your answers to these questions and just keep writing until you have a full description of your customers.

Now let's look at the wording for your marketing messages --- let's pull your WHY statement into this!

- Do they use certain words when they engage with you?
- Are there certain terms that people in your industry uses?
- How can you define these terms for non-industry people who want to buy your stuff?

Take a look at the characteristics of the person you described as your customer. Then using your marketing message answers that you just pulled together, use this prompt to get you started on developing a targeted marketing message:

My <product or service> will help my customers solve <problem> because it does <solution>.

Keep writing your sentences over and over using different words, phrases and even changing up the order of the sentences. And keep doing it until you have at least 5 different marketing messages.

When you finish this exercise, you'll find your marketing messages will be more effective to connect with your potential customers. You'll be speaking their language and showing them that you know how to solve their problems.

And hopefully, they'll see that you get them and they'll start their nodding their head, looking for the Buy Here button.

To help you uncover your answers, take some notes as you work through these worksheets.



# Create Your Business

How to be a Problem Solver

**Does my product make my customer's life easier?**

**Will my service help my customer do something quicker?**



# Create Your Business

**How does your product or service fit  
into your customer's lifestyle?**

**Spend a little time brainstorming who your customer is and what they're like outside of just being a customer.**

**Write or type out all your answers to these questions and just keep writing until you have a full description of your customers .**



# Create Your Business

**Working on your Marketing Message**

**Do they use certain words or phrases when they engage with you?**

**Are there certain terms that people in your industry uses?**



# Create Your Business

**Working on your Marketing Message and pulling your WHY Statement into this!**

**Take a look at the characteristics of the person you described as your customer. Then combine your WHY Statement and your marketing message answers to use this prompt to get you started on developing a targeted marketing message:**

**My <product or service> will help my customers solve <problem> because it does <solution>.**



# Create Your Business

Working on your Marketing Message

**2019 will be the year that my clients will finally be able to ....**





A top-down view of a watercolor palette with six wells of color: yellow, light blue, dark blue, orange, and green. Two brushes are also visible: a fine-tipped brush and a larger, flat-tipped brush. The background is a plain, light-colored surface.

**How can you  
bring more  
creative energy  
into your life?**



## **Creative Insight Process**

In your last Create Your Business Box, I shared with you about this process I've developed called the Creative Insight Process.

This is the process of how I came up with the idea about painting your Power Word on your rock. This is the process that includes creative exercises to help you open up the creative side of your brain to take you past just thinking about how you to pull together your marketing plans.

The Creative Insight Process will help you spark new ideas to think outside of your usual comfort box.

During our time together, I'll guide you through the process to create something that resonates with who you are, what you do and who you help while you uncover major ah-ha moments as your creative juices start to flow.

## **What if I'm not creative?!?!?**

Contrary to what you may be thinking, creativity is not this thing that only paid artists have the exclusive rights to.

We all have the ability to be creative inside of us. We just need to find the path to let it come out.

We all have the ability for creativity to help us think differently, to help us take our thoughts and turn them into a real insight, even if these ideas are outside our usual comfort zone.

This moment that researchers call 'flashes of insight' happens when we take something familiar and we reassemble the pieces and parts into a new way.

Think of it like this --- a painting is just a bunch of colors added to the canvas with different shapes and lines. When these elements are added onto the canvas in a way that hasn't been done before, it becomes a creative piece of art.

We'll use this idea of how creativity works to show you how to use this process to grow your business.

As we move through the Create Your Business Box program together, I'll show you how to pull together all your products, services, what makes you unique and reassemble them into a new program or product that no one else is selling.

The Creative Insight Process will show you how to turn your ideas into something that everyone wants to buy.

You'll learn how to create moments in your day to be more creative and stop focusing on our problems.

Being creative helps our minds wander into another place, allowing us to come up with the solution we've been struggling to find.

And you know when it happens.

You'll come up with ideas you haven't thought of before - something that can help your customers do something easier, help you make you more money or a discover a new way to pull that product or program together.

Being creative - like working on an art project such as painting, being outside gardening or even walking your dog and noticing the different colors in the leaves - can help you get to that place of insight to come up with your own out-of-the-box solutions.

### Time to dig deeper into the Creative Insight Process!

On the following pages, you'll find this month's Creative Insight Process exercises that you'll work on with this Create Your Business box.

Take your time to work through the exercises and be sure to stay open to the new ideas that you experience as you work through the process.

## Think About the Different Uses

Inside of your box you'll find an art journal and a set of colored pencils. You'll use these items for your next Creative Insight Process exercise – drawing an object using the directions below.

I'm not in any way asking you to create something that's going to hang in a museum. You may even want to use the word 'doodle' instead of drawing!

Everyone can make doodles.

Trust me when I say that when you let your pencil create designs in your art journal, it will actually help you trigger insights and discoveries that words alone can't describe.

And believe it or not – doodling is actually a calming activity to help you shift from stress into a more focused state of mind. It reminds you of what it felt like to be a kid when everything when you were able to draw and color for the pure enjoyment of being able to draw and color.

It's my hope this month's creative exercise will help you learn how to play again.

That you'll be able to find enjoyment again with just the simple act of doodling with a pencil, making shapes and letting your mind wander into a space where insights and ideas will start to flow.

## **Creative Exercise: Draw in Your in Artbook**

Think about one thing that starts with the first letter of your FIRST name and then another thing that starts with the first letter of your LAST name.

Use your art book and your colorful pencils to draw that special thing that you thought about with the letter from your FIRST name.

Open up another page and draw your next idea starting with the first letter of your LAST name.

And then over the next 2 weeks, draw a different version of your special things that start with the first letter of your FIRST and LAST name.

Use the steps on the following page to help you draw in your Artbook.



# Create Your Business

Creative exercises: Draw in Your Artbook

**1. Think about one thing that starts with the first letter of your FIRST name.**

**2. Then think about another thing that starts with the first letter of your LAST name.**

**Use your art book and your colorful pencils to draw that special thing that you thought about with the letter from your FIRST name.**

**Open up another page in your artbook and draw your next idea starting with the first letter of your LAST name.**

**And then over the next 2 weeks, draw a different version of your special things that start with the first letter of your FIRST and LAST name.**