Target Profile

How to identify the right target profile for your business

Contents

The Blindspot With Target Profile

I remember when I took my first driving test in Auckland, New Zealand.

I was asked by the testing officer to go down a hill. Immediately, I put my gear into neutral and coasted downhill.

You know what happened next, don't you?

You can't ever put a car in neutral and coast downhill. There are a whole bunch of things that can go wrong. And in such a situation your car needs to be engaged in some sort of gear—if you want to stop.

"TRUE" IMAGE
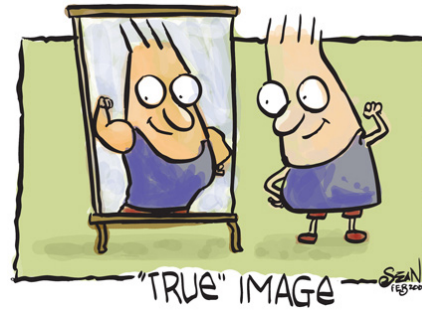
It's easy to imagine the ideal audience. Be honest with yourself. Real people are far more productive than pieces of fiction.

But that downhill drive was my blindspot. I had done it so many times before, that I didn't see that it would not only cause a problem, but get a nice big F (as in Failed) against my test.

And most of us make the same mistake when we get down to working with our target profile

Almost all of us, when asked about our target profile, get drawn into the mistake of describing a target audience. And this mistake is normal, because almost every marketing book or course talks mostly about target audience. It suggests that we should look for a bunch of people. e.g. people who are afraid of making presentations. And while this is a great starting point, it's only the starting point.

But you may have realised that an audience won't get you very far...

You may not be focusing on an audience, but instead on a type of person. So instead of 'people who are afraid of making presentations', you think of a fictional person. And you say: "Ok, let's call him Chris." And then you go on to rattle off the factor of how this fictional person called Chris may end up being terrified of presentations. And you think you're on the right track at this point.

But a testing instructor would still fail you

And this is because you're still not paying attention to that blind spot. When we use the term, target profile, it's not an audience, and it's not a 'let's call him Chris.' Because if you say let's call him Chris, you're saying the following:

Chris is a fictional person. Kinda like a real person, but not a real person.

He kinda lives in a real house. But not in a real house, but in a fictional house.
And he lives in a real city, but not really.
And his dog. Well, he used to be real.
His girlfriend. Well, heck, she could be Lady Gaga or Ellen Degeneres (well, it's fictional, so who cares?)

He eats fictional hamburgers and he can eat seven hundred at one go, right after he has fifty-three shots of tequila.

You see the difference between real and fictional?

Because the Chris I know isn't fictional. He lives about 20 minutes from where I live. He's a genius at computers. He doesn't drink water, only wine and milk. He's grumpy as hell and yet extremely helpful. And if I wanted to go out with Chris for lunch, I know that I'd have to deal with his grumpiness. And I know exactly what he'd want. And if I went wrong, Chris would put me straight in no time at all. And the Chris I know isn't interested in making presentations at all.

But I do know Christina

Christina isn't a big fan of making presentations. She would rather bake two dozen cakes and have kittens, than speak. And we're not even talking about the hard task of 'presentations'. We're talking about just standing up at a networking meeting and speaking for one measly minute. Christina knows it's critical for her business. She knows she's in a safe space with friends all around her, but she can't overcome the wave of panic that starts the night before.

She prepares like crazy, but it's the same thing over and over again. She can't sleep well. The drive to the event is an ordeal. She looks at all those people at the networking meeting, so cool and relaxed, and wonders if she can ever be like them. And then, when she's done, she feels like somehow she could do a better job. She's happy to go back to the office, turn off the phone, recharge—and just do what she's good at doing—instead of doing these crazy presentations. But now, she has to make a presentation. And she's terrified...

Now that's the emotion and drama you get with a real person. But there's more...

Fictional people can't tell you when you're going on —or off target with your message

An audience can try to get a message to you, but everything gets lost in the din.
The only way you can get to a target profile is to have a real person. Just like that testing instructor in the car with me. If he were fictional, I would have passed the driving test. But instead I failed. I learned from my mistake; spotted my big blindspot.

Persona vs Person

My niece Marsha wanted to get a dog for her eighth birthday. Then her parents realised that someone had to walk the dog, come rain or shine.

And there were vet visits. And the dog would need to be trained so there wasn't poo all over the carpet. And so Marsha got a toy dog instead. It barked and you could pull it around. And it sounded like a real dog.

But it was a dummy

And that's the problem with persona. Persona is when you assume the role of another person. You try to walk in that person's shoes. And your shoe size is 10, but that person's is 13.

Reaching out to multiple personalities can be overwhelming. Instead of trying to fix everything at once, focus on one problem and solve it.

And you still think it's fine. You'll manage. But you don't. And you can't. Because while we all can try to imagine what that person is going through, we can only imagine.

In short, we get dummy text, dummy words and dummy emotions from dummies. And get real text, real words and real emotions from real people.

So what does dummy stuff look like?

You've seen dummy stuff. It looks like it was written by someone sitting in their office, looking at a computer. That someone churns out words that are stifled, and boring. Or worse, they copy headlines like "Who else wants to...blah, blah, blah, blah" and slap it into their headline space.

That's not how a target profile speaks

A target profile speaks from a place of real emotion. I remember sitting at a workshop early in the Psychotactics timeline, and explaining my website issues to someone. This is what I said: "I feel trapped with my website. Every little change I have to make, I have to go back to the developer. And then I have to wait, because he's busy, or asleep or something.

I feel like I'm at his mercy all the time. And it's a crappy feeling. I want to be able to have more control over my own website, do my own things and yes, I can understand bits and pieces that need to be added. But for the most part I want the control. I want to be like the person that can drive, instead of being driven."

Feel that raw emotion? Well, with persona-based writing you have to make all that stuff up...

For instance, let's take the Nobis Hotel. They have a persona-based website, by their own admission. Here's what it reads like: The personas are frequent travellers who are sick of sterile chain hotels and want something different. They make their own decisions on where to stay using the web and social media. Buyers want upscale luxury but in a modern style, not the old-world traditional style.

And how does their home page reveal those problems?

Nobis Hotel is an independent, 201-room first class, luxury hotel in Stockholm, Sweden occupying a prime spot on Norrmalmstorg square, the single most central and attractive location in the downtown area. Nobis Hotel is a new center stage of Sweden's Royal Capital, defining our own personal sense of Stockholm hotel luxury — one that is modern, elegant and extremely comfortable, but also ethically sound, warm and moderate, providing our guests with true value for their money in a stylish and pleasant setting designed by award-winning architects Claesson Koivisto Rune.

Um, so maybe that's a random example

Maybe the hotels feel a great desire to conform to what a hotel site should say. But the problem with personas is that they deal with personality, rather than the problem at hand. When you look at personality and choppity-chop it down to four, you still have four. Competitive, methodical, spontaneous, and humanistic. They you have to take data from keywords, sales people, customer service reps, etc., and create a persona can be developed for each type. Then you have to write the copy for landing pages which speak to each persona.

Can you see the work involved?

And sure, no one is suggesting it doesn't work. But can you see the work involved (oops, I'm repeating myself). But the biggest problem is not the work, but the fact that persona is imaginary. You have to get into the mind of someone, or do some research, or slam in keywords. With target profile, you don't have to do any of that. When the prospect comes to your sales page they read. And if the content resonates with them, they stay. And if not, they leave.

Persona is a bit like wearing four masks and going for a date

If your date is competitive, hey, you'll be competitive. If your date is methodical, ditto. If your date is...(well, you get the idea). But are you really interested in having four masks? And does that make it easier for you? I don't think so. A real person speaks like a reason person. And has real emotions and real frustrations. And it makes it super-easy for you to take their exact words and put it down on your sales page or home page, or any page for that matter.

It's the emotion and the wording that attracts your audience

Yes, audience. Because even though you start out with one person, that one person's voice attracts others just like her. So if your target profile is Rita, all the 'Ritas' of the world are attracted to that message. And so you get a consistent audience. An audience that identifies with that one big problem. And wants to solve that one big problem. So instead of trying to juggle with different personality types and multiple problems, you solve a single problem.

And it's all being handed to you on a platter. No thinking, no research, no fiddling with key words—and it still works for you.

My niece Marsha is just eight, and she knows the difference between a real dog and a dummy one. If she got a real dog for her birthday, that dog would still be bouncing around the house bringing peals of laughter. The dummy dog, is a dummy.

Marsha doesn't play with it any more.

Questions To Ask During Interviews

The worst problem with a target profile interview, is really not knowing where to start.

And logically, we believe there must be some way to have a set of questions.

And so we create a bunch of questions. But in reality, those questions don't always work. The target profile interview doesn't always follow a path. Suddenly, you're wondering whether it's a good idea to have the interview at all.

It is. Even if you botch it up, a target profile interview is an amazing experience.

But how do you create the questions?

Well you don't. What you're looking to do is get a bunch of components together instead. I know, I know. It sounds technical. But here's what you're looking to get:

1) The list of problems. Yup, all the problems that the customer faces when dealing with a product or service like yours.
2) Their biggest problem.
3) Why is it their biggest problem?
4) What are the consequences of the problem not being solved?
5) Their second biggest problem.
6) Why is it a problem?
7) What are the consequences of the problem not being solved?
8) What are their main objections to buying a product or service—even when they think it more or less meets their needs?
9) What would cause them to give a testimonial?
10) What do they see as a big risk factor? Are there more than one risk factors? Can they describe it?
11) What would make the product unique (in their eyes?)

Bridging the gap between the business and the customer is no simple task. Your clients are constantly changing, and it is important to keep up with them through interviews.

So can you ask other questions?

Sure you can. But these set of questions enable you to get a ton of information, that can almost literally be slapped right onto your sales page, or in some cases, even your home page. Of course, there's some re-engineering to do, but for the most part you have all the stuff you've been looking for. All the bags of The Brain Audit get covered in one fell swoop.

So why bother with this interview at all?

Because in many cases, you'll find that the client's problems are not what you anticipated. There you are in your cubby hole, imagining stuff, but the client often doesn't feel that way at all. And there's more, of course. You get to hear the client's exact words. Their terminology. Their emotions come surging through in the conversation. And for the first time, ever you can feel the pain.

But what if you've already felt the pain?

Many of us start up businesses because it seemed like a good idea. But often you start up a business because you feel the pain as well. So for instance, I felt the pain of being a cartoonist that was always on call. I wanted to have my vacations—and not just vacations, but substantial vacations. And so yes, I started out trying to help myself. So yeah, I know that pain. I can go back and feel that pain.

Not really

If you've ever had a big injury or operation, you'll know what I mean. The pain at the point in time is unbearable. Several weeks later, the memory of the pain is there, but not quite there. After a few years, it's almost impossible to recreate that pain. The target profile has no such problem. They're in the emergency ward right now. They feel the torrent of pain and know what they'd like to see as the solution. They understand why they're not keen to take the risk and will tell you so.

And that's what a target profile interview does

Yes, it does sound dramatic, but a target profile can change your world and how you market to your audience.

Why Feedback Is Critical

I wish I had this on video. But I don't.

I was in this room in Campbell, California. And was working with a small group of about 15 people. And I asked one of the group to talk about the 'problem' they were facing. And asked another person from that group to write on the whiteboard.

So Person No.1 started speaking...

This is what he said: "It drives me crazy that my staff just do whatever they are told to do. They don't use their own initiative, they don't think at all." And then he stopped and stared at the whiteboard. Because as he was speaking those words, they were not being transcribed.

Don't be afraid of criticism. Asking clients for their honest opinion will take you staight to the heart of the issue.

They were being translated. Or changed.

Because there on the board, the other person (Person No.2) had taken that entire sentence, and shortened it to "staff are robots".

Compare the two statements:

Statement 1: "It drives me crazy that my staff just do whatever they are told to do. They don't use their own initiative, they don't think at all."
Statement 2: " Staff are robots".

Do you think they sound the same?

Incredibly, to most people, it sounds exactly the same. And yet it isn't. You know it isn't because the second sentence is shorter (yes, yes, you noticed that) and it's ruthlessly stripped of all emotion. And guess which of the two will make it to the sales page? Yes, the one that's bland, and sounds pretty much like some copywriter wrote it.

But what happened next in the room, was even more fascinating
I turned to Person 2 and said: "Is that what he said?"
And she nodded. "Yes, that's what he said—that his staff were acting like robots".
All the time, Person 1 was shaking his head furiously to suggest that's not what he said at all.

So how does this problem arise? How come we run into this problem where we can't hear what the client is saying?

The answer lies in the concept of 'translation' vs. 'transcription'

Transcription is when you use the person's exact words. The emotions, the frustrations, the biggest problem, why it's the biggest problem—it all comes gushing out like a waterfall. Translation on the other hand is stating what we think the other person is saying. So we use the words in our own head. We compress the text (who reads long text anyway, right?). We don't do this on purpose, of course. We do this, because we're trying to make sense of what the other person is saying. So we translate it in our heads and then we stop listening.

It doesn't matter who you are, you will translate

And to avoid this translation (and I know I'm repeating myself), you need to transcribe. Write it down as it's being said. But that's not all. When you go back and put the text on your web page, make sure the client sees the page.

Then ask the client these questions:

1) Is the headline accurately reflecting your biggest problem?
2) Are the first few paragraphs driving home that problem? Or is it jumping across to other not-so important problems?
3) Are all your issues being covered in the features and bullet points?
4) Is the solution the exact solution you're looking for? Or is it jumping across to other not-so important solutions?
5) Is the wording as you'd like to see it (do those words reflect exactly what you said) or have I just written my own version of what you said?
6) Is the uniqueness of this product or service clear? Or do I need to fix it?

So yes, there are about six questions you need to ask

In reality we could go on and on about the questions, but you have to stop, because otherwise the target profile will get overwhelmed and put off answering the question. Even those six questions are quite a lot, because the target profile has to read, reflect and then respond. In which car,e you may want to remove Question No.3 and Question No.6.

It's only once the client has approved the way you've presented their idea that you know that it's all hunky dory.

Most of us never get around to doing the target profile interview

We're too scared, or too busy, or have some silly excuses. When we do the interview, we're amazed why we waited as long as we did. But that's not the end of the procedure. We still have to go back and cross-check.

That way we won't end up like robots.
We'll hear the words of a real person.
And write down the words of a real person.
And real customers will respond.

Nice, huh?

Writing Your Sales Page

Most of us slave over our sales pages.
We sit there thinking of some great headlines.

And usually we'll come up with some crummy one

For example, I've seen dozens of websites with the same silly headline like this one: "Who else wants to learn how to get tons of traffic?" So if you type "Who else wants to..." in Google, you'll possibly come up with tens of thousands of websites with that silly headline. And you have to ask why anyone would use this headline?

A bad headline is like a bad haircut. No matter how you style it, your first impression will forever be ruined.

The answer lies in the fact that we can't usually think up a headline, so we copy

We simply copy someone else's headline, and they in turn have copied someone else's headline. And so it goes. But why do you need to copy when your target profile can provide you with all the copy you need? And why do you even need to write the copy when your target profile will provide you with every possible bullet or feature, give you all the possible objections, and maybe even the uniqueness they're looking for.

Again, the mystery is solved in the fact that we've not done the target profile interview

Or not done the target profile interview correctly. Because when we do the target profile interview, the target profile comes up with a whole bunch of elements that are desperately needed for your sales page. So what possible issues could you bring up with the target profile?

Well we went over this already, but you know what, it's great to go over the list again.

The things you could ask your target profile are:
1) What is the biggest issue that bugs them?
2) What are the consequences of not solving that issue/problem?
3) What does the solution look like?
4) How would they feel (and we'll need emotion here) if that solution came about?
5) What would be their main objections when buying the product or service? What have their objections been when buying a similar product or service?
6) What are the features they'd like to see? Why are those features important?
7) What is the biggest risk factor when buying this product or service? How could it be countered?
8) What would make this product or service unique?
9) What would be a must-have bonus?

**So once you have all of this information, there's your sales page.**

You can put the biggest problem at the top.
Then the solution in the subhead.
Then the consequences of the problem.
Then the solution in detail. And how the customer would feel if they had the solution.
The objections, the risk reversal and the uniqueness. And yes, you may even get the big bonus idea from the target profile.
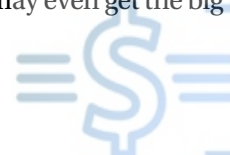
In short, the target profile helps you to reduce the entire slog that you often go through

And they do it a lot better. Instead of you using crummy headlines and boring language, the target profile's language is laced with emotion and frustration. With hope for a solution. And yet we try and do our own thing.

I tried to write my own headline for the Website Masterclass back in the year 2006

I came up with reasonably crummy headlines. And so, in desperation, I called a client called Mark. I asked Mark about his issues with websites. And why he would bother attending a website course. His answer was simple and insightful. This is what he said: "If I don't have 10,000 or more customers on my mailing list, how am I supposed to run a profitable website business? (At the time, Mark had fewer than 4000 subscribers). So hey, there was my headline. And then I asked him what would be his solution? And he told me, so I simply put that in my subhead.

At the time, back in 2006, I wasn't smart enough to ask him all the questions

So I mostly used the target profile interview for some parts of the sales letter. And then I slaved through the rest of it myself. But now I know better. And you know better.

So muster up some courage and get in touch with a target profile
Do the interview. Record it, transcribe it and then lay it out on your sales page.

And save yourself a ton of trouble!

P.S. Here's what the final headline and sub-headline looked like. Looks familiar?

> ## If you don't have 10,000+ customers on your mailing list, (like all those internet gurus) how are you supposed to run a profitable website business?
>
> **(And how do you create a website that not only attracts more customers, but actually gets customers to keep coming back and spending larger sums of money each time?)**

Can You Get Target Profile Wrong?

A while ago, women across the planet started to do something quite unusual. Right after they tidied their homes to their satisfaction, they would remove this spray and give it a few squirts around the house. The name of that spray was (and is) Febreze.

Today, Febreze is a multibillion dollar brand. But it almost didn't make it to market.

It almost crashed and burned before it saw the light of day. And the reason had nothing to do with the product. Instead it had everything to do with the marketing—in particular, the target profile.

Some apples are rotten, and some apples are fresh. If you're struggling to find your target profile, try a different fruit!

At first, Procter & Gamble (the makers of Febreze) thought they'd hit a gold mine

It was the year 1993. And one of the chemists at Procter & Gamble (P&G) had been working with a substance called hydroxypropyl beta cyclodextrin. And this chemist smoked a lot, and hence his clothes smelled kinda yucky. But one day, when the chemist's wife greeted him at the door, she was puzzled. She was under the impression that he'd quit smoking, because his clothes smelled so fresh, so unlike the stale cigarette odour she'd anticipated. The chemist was curious. Perhaps it was the substance he'd been working on.

As chemists do, the chemist went back to his lab

And he worked on the product, improving it, playing with it. And finding to his amazement that when he put the hydroxypropyl beta cyclodextrin in water and sprayed it, the scents of a lot of yucky stuff were drawn into the molecules.

And once the mist dried, the odour disappeared with it. So now P&G had the potential for a multibillion-dollar product on their hands. They even had a name—they called it Febreze.

All they needed was a target profile.

And there she was–this park ranger in Phoenix, Arizona

The park ranger often dealt with animals. All kinds of animals. But skunks did figure quite prominently. And she was having a hard time getting rid of all the smell. Her home, her sofa, her clothes—it all smelled kinda 'skunky'.

It's not like she hadn't tried to get rid of the smell. But nothing worked. And it was affecting her, because she always felt that her dates were judging her. And her love life (and confidence) were going down the drain. Then along came Febreze to the rescue. She sprayed it on her curtains, rug, uniform—pretty much everywhere she could think of. And the odour was gone. It was a miracle.

And that miracle should have turned itself into a monster-selling product

But it didn't. Apparently she was the wrong target profile. Even though P&G marketed Febreze as a product that would get rid of the smells, women weren't buying.

Women weren't even using the product even when samples were handed out. The problem lay in our brains.

Have you ever put on a perfume and then can't smell it any more after a couple of hours?

Well, in the fragrance industry, that's called the fatigue factor. And the customers who most needed the product couldn't smell any foul odours at all. Hence Febreze didn't get much traction. No one, it seemed was using the product at all. The target profile was wrong, and the entire marketing team were down a blind alley with not many solutions.

Ironically, another target profile came to their rescue

P&G found another woman in Scottsdale, Arizona who confessed to using Febreze every day. What was puzzling was that her home wasn't particularly smelly. It was devoid of pets; no one smoked; there were no skunks around. But she didn't use Febreze for specific smells.

She used it as a final touch.

After she cleaned the house, she took the Febreze and gently gave it a few sprays. She called it a mini-celebration. The problem that Febreze was solving wasn't bad odours. Instead it was being used as a final touch after the room was tidy—almost like the frosting on the cake.

So yes, the target profile can go off target

And this is our fear. That if we choose the wrong target profile, we'll be doomed forever. And yet, we only think this way when it comes to a sales letter. If we're out eating ice-cream, and we're presented with a new flavour, we don't feel we have to pick right, or we're doomed.

When we went on our first date, we didn't exactly have this notion that we'd hit it off so well that we'd be together with that person forever. We normally expect that we may get lucky and pick the flavour of ice-cream and date of our dreams. But we're nonchalant if we don't.

P&G wasn't nonchalant

Febreze turned out to be a monster hit, and continues to be a top player in the market today. And despite doing their research with probably hundreds of women, eventually even a massive company like P&G, found that target profile worked best. And that if the target profile didn't work at first, they would try again. And so they did.

And so should you...

The odds weren't in P&G's favour. They had a product that never existed in that shape or form before. You don't have that problem for the most part. If you're a consultant, or a product creator, there are probably dozens of products similar to yours already in the marketplace.

You don't have to educate your public that much. You just have to find someone who will speak to you, give you the entire sequence of the problem, solution, roller coaster etc. And your first pick may well turn out to be just fine.

But if it doesn't work, don't give up yet

A sales page may not work for many reasons. And before you reject the target profile in favour of another, do a little research with at least a few more people and see if the problem/solution etc. resonates with them. If it does, then there might be something else wrong with your sales sequence. And it's worth investigating.

But if the audience doesn't get all excited about the problem/solution it's time to get right back to that drawing board. Get another client. Do another target profile interview. It sure is worth the trouble—as P&G found out.

And so will you.

Mutliple Target Profiles

Imagine for a second that you're a mother—a mother with four kids. And you need to buy a car. And obviously you have some sort of features you'd want. Your list could look like this:

- Mileage
- Fits six people
- Cute interiors
- Great colour
- Amazing security system

Now which one do you think is the biggest issue?

That's easy to decipher. All you have to do is take away the features one by one and watch her reaction. By the time you got to removing 'fits six people', she's already shaking her head.

By highlighting just one issue, you can greatly increase the chance of broadening your audience. People are attracted to the best. They want one good solution to one unbearable issue.

Yes, she likes the cute interiors, and yes this is the exact shade of the car, and yes, the mileage is important in this day of rising gas prices etc. But the biggest problem is the biggest problem.

And that problem is that she needs to get those kids around

And the moment you take away that feature, she's not interested in the car any more.

Which is the same issue you have with your target profile

When you are dealing with the concept of target profile, you may get a little edgy. You may not want to put all your bets on one profile, so you do two or three target profile interviews.

And that's a mistake. Because three different profiles are like dating three different people all at once. They may well be from the same city, the same apartment block, gone to the same school—but they will have different issues. And by trying to hedge your bets by going after three, you may end up with a whole bunch of confusion.

It's better to go after one target profile, get it wrong, and start again, if you need to. In most cases, you'll be amazed that the first interview will give you all you need. And your sales page starts to look better and attract the audience you're looking for.

But what if you've already gone ahead and done three interviews?

If you have, then from those interviews, you would have gleaned a dozen or more problems. Yet, one problem needs to dominate. Because that's the problem that you're going to drive home. And if you're lucky, all three of them would have brought up the same problem. If not, you'll just have to choose one and drive that problem home in detail.

In most cases, it's not that you don't have a great problem on your sales page...

In most cases, the issue is that you don't drive home that problem and the consequences of fixing that problem.

If you look at the sales pages of Psychotactics, you'll notice that it's just one problem, and that problem is driven home—without hopping and skipping to a second problem. That focus is what's needed. In most cases, you'll get the problem right the first time, if your product or service already exists in the market (Febreze had an issue, because people hadn't ever used it before).

Anyway, to get back. Let's say you've anyway spoken to three customers, have a list of problems they want solved. And you've chosen ONE big problem that you want to highlight. But what do you do with the rest of the problems? Do you just throw them away?

No you don't...

The rest of the problems are issues that need to be solved. And if you're already solving them, you need to put them in as bullets or features on your sales page. And if you're not solving them, then you may want to consider solving those issues—and then putting them on your sales page.

So if we look at the example above...

Let's say this list came from not one, but three people. And the biggest problem was that the mother needed the space to take the kids around. The rest of the issues are important too, and need to be addressed.

- Mileage
- Fits six people
- Cute interiors
- Great colour
- Amazing security system

But where do you stop?

Clients can come up with massive lists. So you need to stop at about 5-7 of the top issues. And again, we know what are the top issues, by getting the target profile to pick those issues. And if you have three profiles, well you've just trebled your work—and your confusion.

It's scary to work with one target profile

But it's scarier to work with many. The confusion is not worth the trouble. Yes, you do get more features and benefits you can put in, but even a single person can come up with a pretty big list. So if you want my advice, stick to one.

If it turns out wrong—and it rarely does—find another.

Working With Three Audiences

We have at least 3 distinct audiences. One is marketing professionals and our target profile is a PR professional called Mr.M. We also have Eco conscious businesses and our target profile is an MD of a construction firm called Mr.B and finally we have Creative where our target profile is a guitarist who sells replica guitar parts called Ms.Y.

Dealing with three audiences is kind of like dealing with three children. Each child is unique, and needs to be handled differently depending on their differences.

This is a big improvement to our previous target market of "anyone who has skin". They have different needs and buying triggers and I can create a different landing page for each of them (probably for each product).

So what do you do on the home page?

In an attempt to answer my own question I would probably look for what problem they have in common and talk about that?

So your question would be the same as: If I had a product like The Brain Audit, what would I do if:

1) I were pitching it to sales people.
2) I were pitching it to copywriters.
3) I were pitching it to an MD who wanted to change the philosophy of his company and wanted 200 copies of the book, and a changed company.

Immediately a problem arises, because these aren't one person

They're three different profiles. And usually trying to balance these three isn't an easy task, but there's good news. You can do it, but only if you treat them as three different people and give them three separate pages (or as the case may be, websites) to look at.

If you send them to one home page, the problem of one isn't going to be the problem of the other

The copywriter has different issues than the sales person, who has different issues from the MD. Yes, it's possible they all have the same issue, and yes your goal would be to find that issue.

For instance: "Are you losing customers because you don't understand how the brain works?" is an issue that deals with all three of those people. But that's the home page. If it were a more precise product or different departments, then you might struggle if you sent them to the same page. For instance the marketing dept. would not always be interested in the stuff that the finance dept. is interested in. Budget is the primary factor of the finance dept, and sales are the primary factor of the marketing dept (at least as a generalisation).

Man who chases two rabbits gets none, said ancient Chinese philosopher, Confucius

And I'm inclined to believe that the statement is true. And this is where the persona model comes in. Where you create a page which then causes someone to click onto what is interesting to them instead.

So you have a page, but several links on the page (in the text). And the person who is interested in finance clicks to the finance part of things, and the person who's the copywriter moves to the copy part of things etc.

It's something you may want to give a shot and test

Will they read it? Is it worth the trouble sending them each down their own rabbit hole? I don't know for sure. And unless you test the validity of this method, you'll simply treble your work, with no direct improvement in result. I'd be inclined to talk to a target profile, and leave the rest alone. Yes, you have a target profile in Duncan and Steve and Martyn, but they have the same problems.

e.g.
Obsolescence of their website.

OR

Too steep learning curve to get stuff on their website going.

OR

Too much over-reliance on the programmer for every little thing.

And yes, any of these could and would be a problem

But the key isn't in just stating the problem.

But driving it home.

The language the target profile is going to use is going to be filled with emotion and frustration. And hope.

And those first three paragraphs have to be nailed down with the target profile's words. And then the next paragraph or so with the consequences. And then the solution etc. The issue isn't that MrB, MrX and MsY won't respond to the same thing.

It's that the problem is not driven home with the bludgeoning force that's needed. And this force comes not from a use of 'copywriting', but from the emotion and frustration experienced by the target profile.

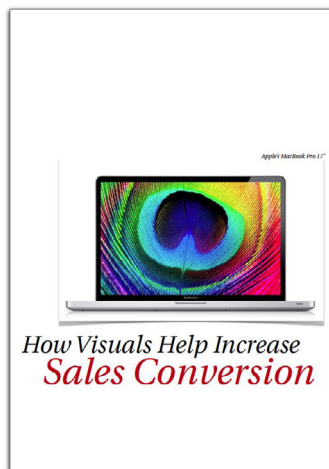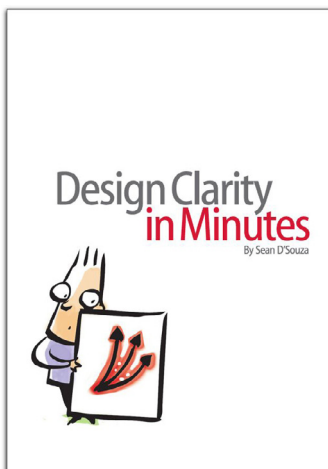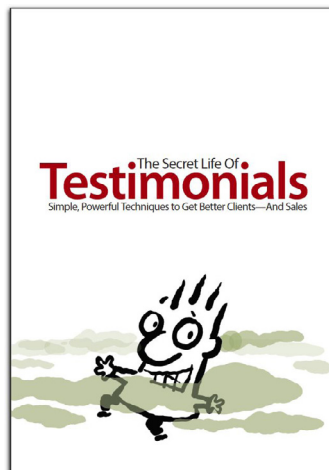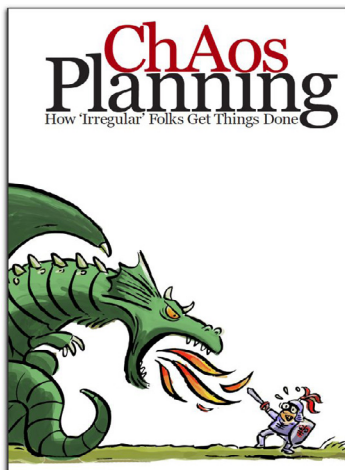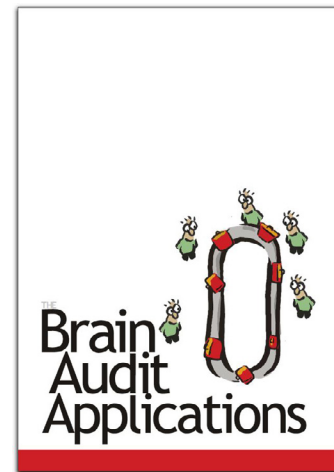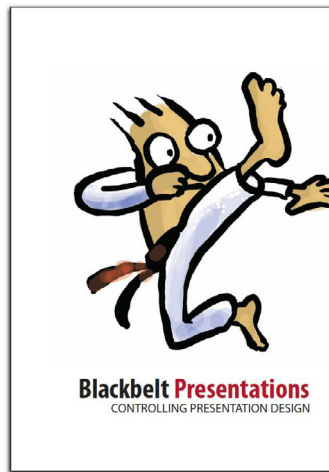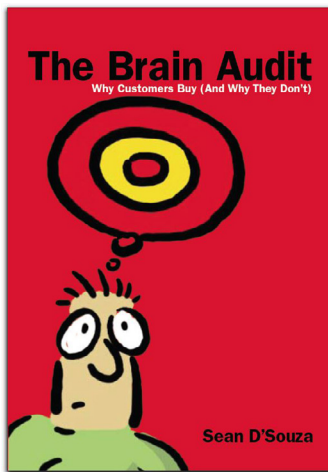**I'll say it again: The issue is that most of us flit from problem to problem**

Instead there's always one overriding problem. And yes, in my opinion at least, this can be ANY problem. Any problem can be put at the top level, but the key is how you drive home the point. The issue is that most people never drive home the point. They just weakly move to the next point.

I don't think you need a ton of pages

I think you need a ton of weight on that one page.

So that the client sits up and says: Damn, I didn't even know that was a problem in the first place. And that's when you get the call.

Psychotactics Books and Audio

The Brain Audit
Why Customers Buy (And Why They Don't)
Sean D'Souza

Blackbelt Presentations
CONTROLLING PRESENTATION DESIGN

Brain Audit Applications

ChAos Planning
How 'Irregular' Folks Get Things Done

The Secret Life Of
Testimonials
Simple, Powerful Techniques to Get Better Clients—And Sales

Outlining
How To Speed Up Article Writing With Simple Outlines

Design Clarity in Minutes
By Sean D'Souza

How Visuals Help Increase
Sales Conversion

As you'd expect, all of these products are 100% guaranteed. And every one of them is utterly systematic. In fact if you were to pick a uniqueness that encompasses all these products, it's a factor of structure. Step by step systems instead of just pages of fluff. Check them out at http://www.psychotactics.com/products/marketing-services-and-products-small-business-ideas

There are other live courses, workshops and homestudy versions that include article writing, copywriting etc. But it's best to do your due diligence with these products above, before moving on to the more comprehensive and demanding courses.

Psychotactics Courses

Why article writing creates expertise

Every business has not one, but about five hundred competitors. And no matter how unique your business is today, you will have competition lurking just around the corner. This leads us to a dilemma. How you separate yourself from the herd? How do you get customers to come to you, instead of you always having to pitch to them?

The key is the ability to get a message across to your audience in a manner that's non threatening, educational, and entertaining at the same time. And let's face it, you're probably intimidated that you're never going to be able to do that ever.

And you don't know of a way out. Well...hint, hint (Go on take the hint and click). And judge for yourself.
http://www.psychotactics.com/homestudy-courses

You know that article-writing is crucial, but you've tried it, and it's been frustrating. So how do you stop the struggle? Find out in this course.

Is it really hard to create saleable information products?

What if you don't consider yourself a writer? Can you still create an information product that sells? And can that information product then help you get increased revenue and time? The answer lies in your ability to believe in yourself. Most of the clients I deal with don't believe they can create an info-product. And then having created a single info-product believe that they've put all they know into that product. And that they have nothing else to give.

And from experience we know that those who follow this course, and what it teaches, can create not one, but tens, even hundreds of info-products. Which of course leads to another problem. How do you get customers to buy? How do you create a distribution channel? How do you do all of this without the hype and the hoopla. How? Find out at
http://www.psychotactics.com/homestudy-courses

Can you create an information product that sells? What if you don't consider yourself a writer? How do you create a product without the hype and hoopla? Find out in this course.

And yes, there are more courses
You can find all the latest homestudy and live courses on the website.
http://www.psychotactics.com/homestudy-courses

If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it. Email me at: sean@psychotactics.com

PsychoTactics.com

PO Box 36461, Northcote, Auckland, New Zealand
Tel: 64 9 449 0009 | Email: sean@psychotactics.com
Facebook|Twitter: seandsouza