

1148-Marketing Delusion No. 7 - EVERYONE Is My Target Market, I Don't Need To Define a Target Market

The inability or refusal to effectively target a market is a huge marketing delusion. Business owners frequently make a conscious decision to have a target of everyone, because they do not want to take a chance on excluding any potential business. Instead of attracting everyone, however, their business attracts no one. There is nothing in the marketing writing to attract a market, when you are not being specific about who that market is. Here are some of the reasons why EVERYONE is not a target market.

1. If you don't define a specific target market, prospects will never identify with your description and can't recognize their circumstances in your marketing writing.

Since you are being general, you can't and won't provide any details. Your marketing writing is as general as possible. When you take this approach, and avoid being specific, prospects will never feel that thrill of recognition that arouses their interest. They won't be intrigued to learn more and to read more. You won't get their attention, and you won't hold their interest. Your business won't be distinguishable among all competitors.

2. Generic descriptions do not attract.

No one thinks of themselves as being "generic". Ordinary, bland market descriptions have no attractive power at all. You might as well save your time and effort. If you don't know who you want to attract as clients, how can those prospective clients find you? Think about what gets you to read the marketing writing of other companies. You see something that sounds like you and the problems you have. You recognize yourself in what you read. You read on as long as the target market description sounds enough like you to engage you.

3. Without details, you will never succeed in motivating prospects to invest emotionally in reading your marketing writing.

Prospects have some sort of problem they want to solve. They are seeking and searching for a solution. When they read your marketing writing, they want to feel the exciting possibility that they may have finally found their answer. They want to find resolution. They invest hope, and are looking for the freedom of having the problem solved. If you do not give them the details of a target market description (complete with characteristics, problem, and emotions), they will never invest emotionally in reading all your marketing writing to see if you are the answer to their problem.

4. Without specific targeting, you cannot write about specific problems, solutions, or circumstances.

If you do not identify a target market, you will be unable to lay out the details of their situation, and the problems you can solve for them. Without being specific, it is impossible to write compellingly

Suzi Elton provides business writing that attracts targeted prospects to your service business and converts them into clients for you. She is a Robert Middleton Certified Action Plan Marketing Coach, as well as a professional writer. Her website offers a free series of 8 assessments you can use to analyze your own site.

To learn how to perfect your target market description, read about her Precision Target Market service at <http://www.wowfactorwriting.com/services/precision-target-market/>

about the circumstances that your target market wants to be relieved from. Generic writing about generic problems and issues necessarily has no target, so cannot attract a target market. Your marketing writing is essentially "noise" in the marketplace.

5. Since you have not defined a target market, you will not recognize a prospect when you have one in front of you.

You will waste your marketing efforts on EVERYONE, even though they are unlikely to need or to buy your services. You won't be able to distinguish a member of your target market when you meet one. Without targeting, your marketing activities are necessarily diffused and pointless. You don't know where to find your target market, and don't know how to recognize them either. Now, you have a situation where they cannot recognize your services as their potential solution and you do not recognize them and their need when you meet them. Pretty ineffective, huh?

Don't fall victim to the marketing delusion that everyone is your target market. Select and define a target market and you will have a much easier time attracting that market.

Suzi Elton provides business writing that attracts targeted prospects to your service business and converts them into clients for you. She is a Robert Middleton Certified Action Plan Marketing Coach, as well as a professional writer. Her website offers a free series of 8 assessments you can use to analyze your own site.

To learn how to perfect your target market description, read about her Precision Target Market service at <http://www.wowfactorwriting.com/services/precision-target-market/>