

1157-Bring The Business To You - How To Get Targeted Prospects To Respond When You Sell Your Services

Let's look at the concepts of targeted marketing and non-targeted marketing. For our purposes here, we'll define targeted marketing as those marketing efforts that are precisely aimed at the population that needs and wants services like yours. Non-targeted marketing means marketing to a broad population that may or may not need your services, in the hopes that you'll accidentally get some business. From the definition alone, it is clear that you want to do targeted marketing rather than non-targeted.

To illustrate the difference between the two, take the marketing activity of putting flyers under windshield wipers. There is absolutely no targeting to such an activity. However, you could turn this activity into a targeted activity if you were a car wash owner and you had the flyers put only on cars that were filthy. Don't think I'm advocating this as a marketing method. It's simply an illustration of the distinction.

Make it your objective to bring targeted prospects to your business. For this article, let's assume you already know exactly who your target market is, and where to find them. You've got a written target market description. You just want to know how to bring them to you. Here are some ideas.

1. Give them the answer to their prayers in the solution you provide.

Answer their crying need. Provide the solution that they are desperately seeking. I don't mean promise them that solution. I mean provide that solution. Know your target market enough that you have a keen awareness of exactly what they long for. Shape your services so that they fit the criteria that prospects want most intensely. Be the ANSWER, not just part of the answer, or sort of the answer, or maybe the answer. Entirely solve their problem, and make sure that your services encompass all aspects they want solved.

2. Be a "one stop" shop.

Provide everything your target market needs to solve their problem. Don't just solve one part of their problem and force them to run around figuring out where and how to fix the other parts. This might mean that you refer them out to well-screened professionals for those aspects where you do not have expertise. You must have deep knowledge of your market so that you know exactly the results they most want - and figure out how to make sure they get what they want.

3. Provide cohesive, results-oriented packages of services.

Don't present your services as a "loosey goosey" and open-ended contract for services with no specific objectives. Instead, package your services to accomplish specific results for your clients - the results that they want most. Put together an array of service packages targeting various problem areas that your target market needs to solve. This makes it a lot easier for them to grasp

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what your business can do for them. It also makes them less fearful of getting into a situation where they continue to pay for services and the objective is nebulous.

4. Be a powerful demonstration for the effectiveness of your services.

If you are an organizer, be organized. If you sell marketing, be a marketing whiz. Don't expect to bring your target market to your business if you are not conducting your own business as a model of those services you sell. You don't want to bring your target market close enough to do business with you, and have them turn away in disappointment and mistrust. That's not fair to them or to you.

5. Get your name in front of your target market constantly and consistently.

Put together a marketing plan that is long-term and consistent. Be in the "marketing game" no matter how busy you get. Your prospects need to feel that they "know you" because they're familiar with you - over time. They've heard about you a lot and it seems your business is not going to "go away". Trust is built by consistent marketing.

When you market, avoid un-targeted marketing. Instead, do what it takes to bring targeted prospects to your business.

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