



Copy, Marketing and...
WEALTH MENTORING

*“.... sustainable wealth takes
time to develop and it will only
develop if you undertake the
necessary learning to achieve it.”
Paul Counsel*

**“KNOWING... Your Ideal
Customer Discovery
Template”**

KNOWING Your Ideal Customer...

Knowing Your Ideal Customer

The world's best businesses have one thing in common... they understand their target audience and their marketing is a powerful "Message To Market" match.

To achieve a powerful match between your message to your market, it's important to know your market inside and out, upside and down, and back to front.

Place great importance on knowing the **psychographics** that drive and motivate them.

Psychographics is the study of personality, values, attitudes, interests, lifestyles, and ideas about what people want, what they are looking for and what they're prepared to do about what they're looking for.

Not only is understanding and marketing to the psychographics of your ideal client the central key to attracting more clients, it is central to increasing the lifetime value of the clients you already have.

Are 'your ideal clients' willing to try something new?

Are they willing to try your product or service? What needs are they seeking to satisfy? Are they looking to satisfy needs around peace of mind/security, variety/change, significance/importance, belonging/connection, personal growth/expansion and/or contribution/making a difference?

Do they have an "**urgent gateway**" problem? What is their most urgent need that requires a quick resolution? In other words, what is their most pressing pain point?

Entering through the "**urgent gateway**" of your ideal client's problems (which they are seeking solutions to) is the most effective entry point for satisfying their most immediate needs.

Do they want what you are offering or is someone else offering them something better?

Your ideal client's psychographic data attempts to identify the most urgent **wants** of your client and the needs/desires they are seeking to satisfy.

When you can identify this data with a great degree of accuracy, you can develop processes to satisfy their needs more effectively than your competition.

If people are not spending money with you, they are spending it with your competitors.

By understanding the psychographic drivers of your ideal client, and effectively directing your marketing towards satisfying these drivers/buying motives, you will be delivering value well above that of your competitors.

Looking at **psychographics** allows you to better understand who your ideal client is and how they make buying decisions?

If you can discover their emotion needs, their pain points and their most urgent gateway problem, you'll be able to accurately identify their 'primary drivers' for taking action on the unique solutions you offer.

Only by understanding the psychographic drivers and urgent gateway problems of your ideal clients, can you construct compelling copy messages that target their '**primary drivers**', and the motives behind their buying decisions?

You must know their motivational style.

Do they predominately have a "**move away from**" style of motivation or a "**move towards**" style of motivation?

Each style needs to be communicated to differently.

More than anything else, by knowing your clients' core desires and fears... the copy you use can give shape and focus to those desires and fears in a way that speaks directly to their need to take action on the opportunities you have for them.

When thinking about your ideal client; please answer these questions in as much detail as you can.

Questions...

1...When they worry about their future, what are their darkest fears, what keeps them awake at night?

2...What are they anxious about, or worried and concerned about much of the time?

3... What are your ideal clients desperate for?

4... What are the most important desires they would like to fulfil?

5... What would be the most amazing, transformation you could help your ideal clients achieve for themselves?

6... In what ways can you help them move from fear of moving forward... to desire fulfilment?

7... How can you personalise your service so that it offers the most beneficial outcome for you and your client?

8... What mechanisms do you have in place that support the most amazing, transformation you can help your ideal customer achieve?

9... Is there a “fast track” mechanism your clients can use that saves them time?

10... How can you strategically help them achieve the outcomes they seek in the least possible time?

11... Think about giving your customers an entirely different experience when engaging you and your service. How can you make their experience with you entirely different, and more special than anything they have previously experienced?

12... What sort of time commitment do your clients need to have available so they can get the best outcomes for themselves?

13... What is the one thing you do for your clients that nobody else does for them?