



Are You Secretly Being Kept In The Dark When Building Your List?

Learn The Secret The Gurus Use To Build Their Lists

Now You Can Learn This Closely Guarded Secret The Gurus Use To Grow Their Niche Lists.

The One They Don't Want You To Know!

Who Is This Article For?

This is for professionals, small business owners, entrepreneurs, coaches, and service providers who want to grow their business by building valued relationships with prospects, establishing themselves as an authority, increasing their sales revenues, and make more money.

This article is longer than most that you'll find on LinkedIn, but that because it's full of actionable content and value. It's well worth the few minutes it takes to read.

What You Will Learn In This Article...

1. How to be seen as an authority in your space so that you stand out among your competition.
2. How to attract your ideal customer/client/patient so you can have the business you have always dreamed of.
3. How to locate and connect with your audience, so that your dream clients find you, without cold-calling or wasteful-advertising.
4. How to accelerate your income so that you can make as much in one month as you normally make in one year.
5. Most importantly, how to live in your purpose, have immense joy in what you do, and impact others at a level you never thought possible.

My Promise to You...

You will get access to a step-by-step strategy game plan for expanding your business and income by building your authority, credibility, and visibility using the power of a stress-free approach to attracting your ideal customers/clients/patients.

Before we get into the good stuff...let me just check in with you and see where you're at.

Does This Sound Like You?

1. Are you frustrated because you're spending time and money using traditional sales & marketing tactics and you're not getting the results you want?
2. Do you keep your prices lower than they should be because you're scared that if you charge more, nobody will pay you that price?
3. Do you secretly wish you could fire some of your clients because they just aren't your dream clients, but you work with them anyway because you think you need them more than they need you?
4. Deep down do you envy others in your industry who are getting tons of great opportunities like the ability to sell out high-ticket products/programs, and you just wish you could be at that level?
5. Are you struggling to make enough money some months? Are you on the income roller coaster?
6. Are you completely overwhelmed having to find new clients to replace underperforming, pain in the butt customers/clients?
7. Are you frustrated because you know that you need to talk with more prospects but you hesitate and procrastinate to take the required actions because you feel like a fraud?
8. Are you nervously concerned that you don't have enough qualified prospects to talk with on a consistent basis?
9. Do you fear you are not successfully overcoming some self-limiting beliefs when it comes to sales?
10. Do you feel that right now, there is just this invisible ceiling on your potential and you don't know how to bust through it? This works for others, but not me.



*If any of that sounds like you, then I have good news...
none of those things is the real problem, they are just the symptoms.*

The Real Problem...

Do you really know who your ideal client is?

The real problem is that you haven't made, what I call, the shifts. Once you make the shifts...

- You'll be able to use a stress-free approach to your client attraction to get an endless amount of dream clients coming to you.
- You'll have complete control over which clients you work with, how you work with them, and what prices you charge because you'll be seen as an authority and expert in your space.
- You'll see that the invisible ceiling that you thought was there blocking you from your potential has been destroyed, and you'll use your new approach to catapult your income while helping people on a scale you never thought possible.
- Most importantly, you'll sleep well at night knowing that the work you do is completely in alignment with your true purpose and that you get so much joy out of it.



Who I Am...?

Before we go too much further, let me take a moment and introduce myself so you know who I am and why you should listen to me. I've had 45 wonderful exciting years in sales & marketing both in the corporate world and running my own business.

I am a 17 years entrepreneur. In the last decade, I have sold \$100,000's in revenue selling custom-created sales solutions to my clients.

I specialize in helping professionals and small business owners to take a different approach to sales, stand out from the competition, and run their business on their terms.

Schedule Your Business Building Discovery Call Now

Discovering the Psychographics of Lead Generation

Let me take a second to tell you how I discovered the psychographics of lead generation.

I've been an entrepreneur for almost 40 years, invested a ton of money in learning, worked with lots of coaches, and paid close attention to the form that success takes. I started to realize, that those who are getting the best results are the ones that are doing things differently.

Almost without fail, conventional practices lead to conventional results, which means that getting extraordinary results requires doing things differently.

I was able to narrow it down to a couple of things that successful people are doing that most others were not.

There are four key steps that you must make to be able to leverage your attraction marketing potentials, such as demographics and psychographics, so that you only work with dream clients, make a massive impact, and start making in one month what you usually make in a year.

I'm going to take you through these steps now...

If you have no idea who's buying your product, then you're leaving thousands of dollars on the table.



Step 1: Adapt to The New Consumer Mindset – Demographics are only 10%

So if you are following the common strategy for lead generation by just listing the demographics of your ideal client you are truly missing the secret of the gurus:

Let's start with an easy, step-by-step process to identify your target market.

You likely already have an idea of who your target market is - or who you want it to be. Start by describing who you think your target market is in two or three sentences on your pad of paper.

As you work through this process, you may find that you were correct in your assumptions, or not. Either way, this lesson will cover invaluable information about your audience.

First, take a look at what it is you offer or provide your customers.

- They have a particular need, want or desire.
- They have the financial ability to purchase your solution to their need, want or desire.
- They have the power to decide to purchase your product or service
- They have access to your business, through a physical location, Internet or catalog



To find a group of people with the characteristics listed before, you first need to answer the following questions about your product or service:

- 1. What is the need, want or desire that my product or services fulfill?**
Does your offering primarily fulfill a desire, or serve a need or cater to a want? What is it?
- 2. What does my product or service cost?**
- 3. Do you offer a high-end product or a low-cost alternative?**
Do you sell large items, like a kitchen appliance, or small items, like household cleaning products?
- 4. Who makes the decision to purchase my product or service (who has the power or authority)?**
For example, if you provide a product or service for children, their parents are the people who make the decision to make a purchase.
- 5. How are my products or services accessed?**
- 6. Does your ideal customer need to live in the same city or region as your business?**
Or can they access your products online, or through a catalog?

Now let's look at the demographic and psychographic characteristics of the people that need, can afford, access and decide to purchase your offering.

Demographics make up only 10% of your ideal client profile

Answer the following demographic questions about the people who use your product. Some of the demographic information in this table may be less important than the rest (like ethnicity or religion) depending on your product or service and the market you are trying to attract.

- **Age** In general terms, what is the age range that my product or service caters to? Kids? Teens? Adults? Seniors?
- **Income** How much do they have to make to afford my product? Is this single or doublehousehold income? Low? Medium? High?
- **Gender** Does my product or service appeal to men, women, or both?
- **Generation** What is the generation of my customers? Based on the age range I identified, are they baby boomers? GenX? GenY? Where do they stand in the overall family life cycle?
- **Nationality** Is nationality relevant to my product or service?
- **Ethnicity** Is ethnicity relevant to my product or service?
- **Marital Status** Are my customers married? Single? Divorced?
- **Family Size** Does my product or service cater to large or small families? Is family size relevant?
- **Occupation or Industry** Does my product or service appeal to people in a certain occupation, or industry?
- **Religion** Is religion relevant to my product or service?
- **Language** Is language relevant to my product or service?
- **Education** What level of education do my primary customers have? High school? University?

Do you know anything about psychographics? You should...they make up 90% of an effective lead generation program.

Step 2: Psychographics make up 90% of your ideal client profile

Answer the following questions on your target market's psychographics. Psychographics are the qualitative characteristics of your target audience, like personality, values, attitudes interests, or lifestyle. These characteristics can give you a lot of insight into how to best interact and communicate with your target market.

- **Lifestyle** What kind of lifestyle group does your audience fall into? Are they conservative or trendy, travelers or soccer moms? Are they thrifty or extravagant?
- **Values & Beliefs** What are their values and beliefs? Would you consider them environmentalists or safety-conscious?

- **Attitude** What kind of attitude do they have? Are they positive or negative? Open or critical? Easily led or opinionated?
- **Motivations** Are your customer's opinion leaders or followers? Do they tell others what products they need, or do they need others to tell them what is trendy and what works?
- **Activities & Interests** What do they do in their spare time? What are their hobbies and interests?
- **Social Class** What social class does your audience belong to? Lower, middle or upper? How much extra money do they have to spend on luxury items?

You've done enough research now to create a picture of who you think your ideal customer is.

So, now that you've gathered all this information, what does it tell you about your ideal customers? Be as specific as you can, write a 1-2 sentence statement about your target market.

For Example

1. My target customer is a successful young professional; a middle-class man aged 20 to 35, who is single, makes more than \$50,000 per year, and is physically fit. He is university educated and has an active interest in economics and politics.

2. My target market is affluent new mothers; married women with children under five years old, between the ages of 25 and 45, and have a household income of at least \$100,000 annually. She is the trend and opinion follower, and her purchase motivations are driven by her peer group.

Now that you've made some educated assumptions about who your target market is, you'll have to use some market research strategies to confirm them.

Market research is the study of a particular group of consumers - or markets. It is one of the most valuable activities you will work on as a business owner since it keeps you connected and informed about your customer's thoughts, motivations, and behaviors. Market research also minimizes risk and assumption-based decision making, which will improve the success rate of everything you do for your business.

When you begin your market research, you need to start out with a clear question that you want to be answered. Otherwise, you'll quickly get off track and fail to end up with the information you really need. Think about questions like:

- *Am I right about my target audience's assumptions?*
- *Is my target audience interested in my new product or service?*
- *I need more information about my target audience's purchase motivations*
- *What new trends are my target audience following?*
- *What recent economic developments have impacted my target market?*
- *How can I improve my customer service?*
- *Has my target market changed in the past year?*

Market research needs to be conducted regularly - regardless of how long you have been in business, or how well you know your target market. Trends shift, and environments are impacted by economic and political factors beyond your control.

When you've completed your market research, analyze what you've learned. Go back to your original question and weigh the outcome.

- *How has your market research supported the question(s) you set out to answer? Were your original assumptions confirmed or refuted?*
- *Does my target market exist in my geographic area?*
- *Does my target market actually want what I'm selling?*
- *How does my target market want to purchase from me?*
- *Is my target market interested in my new product or service?*
- *How does my target market want me to communicate with them?*

You may discover some hard facts to face your business. Perhaps there is not a large enough market base in your area to support your business. Maybe you've spent thousands of dollars going after the wrong type of customers. This is all okay - it's valuable information that you can work with to make better decisions about your marketing strategies and product or service offerings.

If you have flexibility in your product or service, you may be able to find ways to enhance your offerings and extend your target market to include more people or a larger share of the marketplace.

Your market research is ongoing - each time you talk to a customer, supplier or sales rep, you're gathering information about your clientele and thus conducting market research. ***I often keep a log at the point of sale for staff to use to record customer comments and complaints.*** I also review the log for customer returns, and reasons for returns, to get valuable feedback on our offering.

Remember, audiences, trends, products, and services change... so stay ahead of the curve and keep on top of your market.

Plan to make market research a regular part of your business, and schedule time and money for primary research at least once a year. This is the only way to stay ahead of the competition when it comes to trends and environmental changes beyond your control.

Now apply the information you have learned about your target market you can start to refine your marketing strategies. You've clearly identified who your target market is, and how those people think and behave, so your next task is to determine what to say and how to reach them.

At least now you know who you are marketing to.



Step 3: Now You Are Ready...Start Marketing To Your Ideal Client | Customer | Patient.

- You'll step into a whole new level of confidence that removes any fears of selling your services.
- You'll be using a proven method for zeroing in on the urgent problem that high-paying clients are just waiting to invest in solving.
- You'll know when to confidently and fearlessly offer your services at the RIGHT time of the sales conversation.
- You'll be able to showcase your value and connect with your Ideal Target Market, so that your dream clients seek you out, without cold-calling or wasteful advertising
- Most importantly you'll sleep well at night knowing that the work you do is completely in alignment with your true purpose and that you get so much joy from it.



Do not do this on your own... it's too hard.

Step 4: Invest in Professional Help

Creating a stress-free marketing approach can either be really frustrating and difficult, or it can be simple and straightforward.

The key to making it straightforward is investing in professional help to get your stress-free marketing strategies embedded in your sales process and be able to do this in a relatively short amount of time.

Entrepreneurs and professionals leverage the talents of others to get things done...creating your very own authentic, stress-free marketing process should be no different.

None of the professionals, small business owners, and service providers, who have achieved real success, did it alone, they all invested in professional help, and now they are getting huge returns on that investment as their businesses are experiencing huge growth.

By this point, you can see that adopting a stress-free marketing approach in your business is necessary, but the thought of actually implementing it sounds overwhelming.

When I see entrepreneurs and professionals try to do it all themselves, I always see the same result...

They get overwhelmed with the process, and in most cases, don't end up implementing a marketing process that actually works consistently for them.

My advice to you is this: unless you are already a successful professional marketer, do not try and do this yourself!

Here's the thing, you're an entrepreneur or a busy professional, you have a deep skillset, and tons of value to share.

When you hire a professional to help get your marketing process implemented correctly, you get to experience the increased bottom-line revenue benefits, without being bogged down by the process you are currently struggling with.

There are countless, knowledgeable and accomplished entrepreneurs who have great marketing ideas locked up in their heads, and aren't optimizing them because the process of implementing a new marketing approach is too overwhelming, too time-consuming and difficult.

Marketing concepts and ideas that are stuck in people's heads don't benefit anybody. Here's the bottom line:

- A stress-free marketing approach is such a valuable tool that can explode your income, but...
- The conventional approach to marketing doesn't work for people who don't have time to dedicate their entire life to do it. It doesn't need to be this way. If you just invest in professional help, you can easily overcome this obstacle and do something that almost nobody else is doing.

Don't spend your time trying to figure out how to become an amazing marketer. You don't have time for that.

Your time is better spent in your zone of genius, whatever that may be. The best solution for an entrepreneur like you is to leverage the skill and experience of others and outsource the sales creation process to a professional.

When you invest in professional help to get your sales processes done, you benefit from two simple things:

1. **The Certainty of Process:** You never have to figure out on your own what to do next. Someone tells you exactly what to do, every step of the way. By never thinking about the process, you can focus only on your ideas and wisdom.
2. **No Stress:** You don't ever have to face the fears of marketing ever again. You just need to be able to communicate your ideas by applying them in an authentic way that resonates with your ideal audience.

This is the value that my clients get when they hire my services to input a more successful sales process.

I spend a few hours on the phone or Skype or Zoom, interviewing them. This allows me to create a unique marketing process plan, and then a coaching timetable to effectively implement their new stress-free marketing process. The coaching programs are initially One-on-One sessions for twelve (12) months.



In This Article, I Promised...

A step-by-step strategy game plan for expanding your business and income by building your authority, credibility, and visibility using the power of a stress-free approach to marketing.

1. How to be seen as an authority in your space so that you stand out among your competition.
2. How to be authentic, confident, and highly engaging during your consultations, instead of nervous, pushy, or sales-y
3. How to showcase your value and connect with your audience, so that your dream clients find you, without cold-calling or wasteful-advertising.
4. How to double your sales revenues without selling anything
5. How to accelerate your income so that you can make as much in one month as you normally make in one year.
6. **Most importantly**, how to live in your purpose, have immense joy in what you do, and impact others at a level you never thought possible.

What You Need to Win...

1. Understand that the consumer mindset has changed.
2. Engineer your outcome.
3. Now you are ready to start marketing to your ideal patient/customer/client
4. Invest in professional help.

These four steps alone are enough to propel your business, income, and impact to levels you never thought possible.



Now You Have A Choice...

You can either take the information I've given you, and you can forget all about it. You can keep on using the same sales and marketing tactics as everyone else and getting the same results as everyone else.

You can continue to attract the wrong clients and charge less than you're worth.

You can continue to miss out on all the great opportunities that are afforded to successful entrepreneurs, and worst of all, you can continue to be disconnected from your true purpose.

How I Can Help...

I have set aside some time to speak to you personally about how you can apply these ideas to implement your very own stress-free marketing process and use this to elevate your business and impact others.

Whatever your biggest challenges are when it comes to marketing I assure you I've seen it and I can help.

We will get on the phone for about 45 minutes.

In this session, I will work with you to craft a step-by-step strategy game plan to leverage the power of a stress-free marketing approach, become an authority figure, explode your income, get amazing opportunities, and attract your dream clients in abundance.

The cost? Absolutely FREE.

But there's a catch, this free call is not designed for everybody.

Who Is This Call For...

Entrepreneurs, professionals, coaches, influencers, and service providers who have serious value to share and are good at what you do. You **MUST** be interested in growing your business to a level beyond where you are now.

You **MUST** hold yourself to the highest standards of integrity.

If that's you, book a call with me now!

Why I'm Doing This...

I do this because after 36 years in corporate I love giving back by helping people turn their value and knowledge into a marketing process that actually works so that they can reach their goals, and also spread their impact exponentially.

Plus, I know that you might want my help to get your stress-free marketing process implemented. If so, we can discuss it and see if it's a good fit for both of us. If not, that's fine too.

Schedule Your Business Building Discovery Call Now

John D. Allen "Dr. of Marketing"
From the great frozen north