

INTRODUCTION

In this Part you're going to look at the basics of how you present or 'market' your business to the 'outside world' and in particular, the potential purchasers of the benefits you offer.

STEP 11 is about identifying your '**target market**' or 'market avatar'. You may have on specific market niche or may be offering benefits to different types of people or company. Here's where you sort it all out so that you can actually 'hit' the target when you launch your business. This step answers the question "Who are they to me?"

STEP 12 is about your **business identity**. How you present your business, how you make sure that it's seen as credible, and how to avoid all the mistakes that most people make in this context. This answers the question "Who am I to them?" and is really important, because if you get it 'wrong' your business **will** fail.

STEP 13 is about the mechanics of getting your **business set up** as an entity, whether you have decided to operate as a Sole Trader or as a Limited Company there are several things to be done, including if you need or want to, registering your brand or business with a trademark. This step also covers setting up a bank account and engaging with an accountant.

STEP 14 is about creating your initial outline **marketing plan**. What are you going to do to launch your business and get it 'flying', when and where are you going to do this, and who is going to be involved. This step will take an initial look at your 'marketing mix' and other topics covered in more detail in Workbook 8.

Throughout these steps I will again be recommending preferred and trusted providers for the various services that you need.

Now listen to Audio 11

STEP 11 - Target Market

Every business has a target market.

Supermarkets such as Waitrose set out to attract a different category of customers from those people who might prefer to shop at Aldi or Lidl - because *they* have been attracted *there* for various reasons instead of the more 'high end' stores.

It's the same with most 'high street retailers' - they all have different 'targets'.

You have to make a very important decision - WHO is my target market? Now this isn't one of those 'cast in stone' decisions (in fact very few that you make in business are) because it can and will change as your business develops.

The mistake many people unwittingly make when they start a business is to think, and perhaps believe, that '*everyone* will want this'.

Wrong. They won't - as many people have discovered to their cost.

Look at it this way instead. Your target market are the people **most likely** to purchase the benefit you are offering - and remember - it's the **benefit** that they buy, not necessarily the product or service.

Who are my target market(s)?

Individuals / Businesses / Both

Of these, who is my preferred, primary, specific, target market?

Why?

Who are my 'secondary' target markets?

Now look back at your One Page Business Plan in Step 5 and consider the pricing of the KEY product or service offered to each market listed above including the primary target.

Complete the grid

Market	1	2	3	4	5	6
Price point of key output						
Purchases to break even						

Refer back to your one-page plan in Step 5 for the base figures you need.

If at this stage of your business, you have more than THREE target markets then we strongly recommend that you reduce the number of targets to work with to that number.

Pick the 'easiest' markets to access that will give you the returns that you need.

Now for each of the markets you've identified you should prepare a 'Market Avatar'. This is a mind map describing each of those markets.

Download the Template, print three copies and watch Video 11 to see how to complete them

☐ **Avatar mind maps downloaded and completed**

When you have done this go back and review the list of target markets you've created and see if you want to revise any of them in the light of what you've discovered when creating the avatars.

Target Markets Confirmed or Revised

☐ **Done**

Now that you know who you are planning to attract and what their requirements are likely to be your next step is to prepare short statements - 'elevator pitches' or '60-second presentations' to

- Explain to people what you do
- Ask them for referrals

In fact, these statements should be very basic and should not last more than around 15 seconds after you say who you are. You can use the rest of any time you have when talking to someone to tell stories to give examples of what you have done for the people who have purchased the benefit you offer.

Note that **these are not 'sales pitches'** - NEVER, ever launch into some sort of sales spiel when someone asks you what you do!

When you are talking to someone in this way always use the first person - **I** - it's **YOU** they are talking to, not your business!

Here are some opening phrases you can use when you explain what you do, or what your business does:

- "I specialise in helping people who . . ."
- "I specialise in providing people who . . . with . . ."

Never "I sell . . .", or "I make . . .", or "I'm a . . .", or "I run a business . . ." - **focus on the people you serve**, not on yourself.

To ask for referrals you can follow this up or start with:

- "Who do you know who . . ."
- "I don't suppose you know anyone who . . ."
- "I don't suppose you've heard anyone complaining about . . ."

And then identify the people who might be seeking the benefit you offer.

It's never "Do you know anyone who . . ." or "I'm looking for people who . . ." - that again, is the wrong focus.

Now create at least two short statements to use for each of the target markets you've identified. One explaining what you do, and the other asking for referrals.

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