

MARKETING : WHERE TO START



Target Market

- Start by figuring out your target market
- Figure out what they need and what you can offer or how you can fulfill their need
- Create your client avatar
- Build a sales funnel
- Develop a lead magnet
- Programs vs One on One



Target Market

- It is very specific
- Weight loss is not a niche or a target market
- Women over 50 going through menopause who work in the corporate sector and who need to lose weight
- Teenagers who suffer from diabetes type II
- If it is too general, then how can you speak to them specifically



Your Target Market

- Also sometimes known as your niche or could be a subset of your niche
- What is your personal problem?
- What do they want?
- What do they need?
- What do they fear?
- What do they want the change?
- How do they feel?



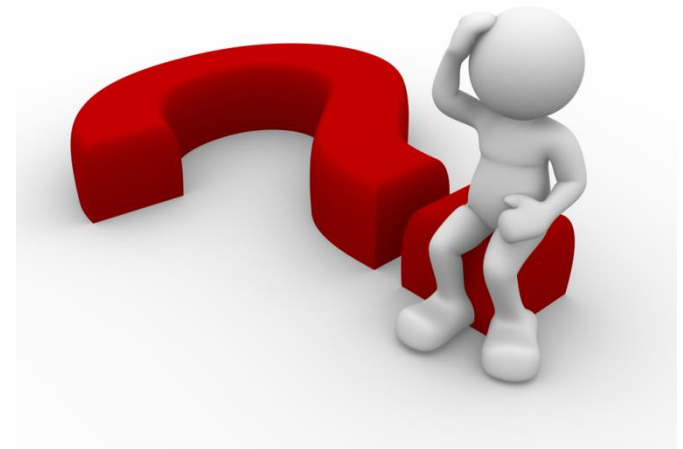
Target Market

- People buy with emotion – not with intellect
- What does it mean when they give you an objection?
- It means you have not reached them emotionally
- You have not presented them with information that makes them want to see you or sign up for your program
- Put yourself into their shoes to see what they see
- Ask them what they need



Ask Yourself:

- What information do I have that make me unique?
- What have I experienced that people can relate to?
- What do I want when I see in a practitioner?
- What frustrates me when I see a practitioner?
- What frustrates me when I have a health issue?
- What do I feel when my health issue that does not resolve?
- What do I feel when I do resolves health issue?



Target Market

- Write down the answers
- When you can answer those questions – you will have the words to reach your target market
- Even if your issue is not theirs –
- You just need to translate it to fit their issue.
- Remember you can not be all things to all people – so really focus on those where you have the most value



<http://employmentdiscrimination.foxrothschild.com/2013/04/articles/general-employment-matters/is-menopause-a-workplace-issue/>

Target Market

- Still not sure how to figure out your target market?
- Survey your clients
- Survey your family and friends
- Ask them questions –
what do they want, what do they fear,
what frustrates them
- Ask those who know you what
they think are your strengths or
what is it that you talk about that
resonates with them



In Summary

- Always think specific – and narrow the demographic
- Make it relate to what you know
- What topic best represents your expertise?
- What is your proof of your expertise?
- This is where you can bring your previous history together with your current nutrition field to strengthen your expertise
- Once you have this, you can plan your programs and marketing

