

# ***How To Find and Attract Your Perfect Customers***

## **by Nancy Gerber**

Marketing is all about locating, consistently connecting with and attracting the ideal customers who need, want and are willing to pay for our products and services.

All the clever activities available to us – from articles and e-zines to the more complex strategies like social networking -- bring far better results when we first identify and focus on these people as specifically as possible.

There's an old saying that instead of getting the customer so that we can make the sale we need to focus on making the sale to get the customer. Our primary purpose as business owners is to acquire and maintain long-standing customer relationships. We want to build our own group of loyal, appreciative raving fans who know, like and trust us enough to repeatedly buy from us and refer others to us.

It's a critical ingredient – if you don't do this, nothing else will really work! It's what makes a business profitable.

Before you consider who your ideal customer might be, there are two preliminary steps:

1. You must be absolutely clear about what makes you unique and special – why would someone want to do business with you rather than everyone else out there? What is your USP – unique selling proposition? (NOTE: There are other articles and resources on my web site that address this topic in greater depth.)

2. Human beings more often buy what they WANT and -- sometimes -- what they think (or can convince themselves) they NEED. It's all about THEM -- the customer. They don't care much about what WE think they need.

As you've noticed, I haven't used the term "target market" in this article. I prefer "ideal customer" because it provides a different framework for our thinking and actions. The

more we delve into the specific characteristics of the people who are best suited for our product, and the better we tailor our message to them, the more strongly they'll be drawn to us and what we have to offer because it already fits what they're all about.

It's not about using slick and crafty language that will terrorize or otherwise compel people to buy out of fear. The key is in understanding what's important to someone, telling them in their language about the things that mean the most to them, and showing them how what you offer makes sense for them in their world.

There are many factors that combine to make up your ideal customer. Consider the following as a springboard. It may help to imagine you ARE your ideal customer and describe yourself.

There are two general approaches to developing this picture: demographic and psychographic.

***Demographics are the facts and figures about people – the countable, measurable, black and white statistics.***

- \* Gender
- \* Age
- \* Marital status
- \* Gay, bisexual, transgendered, straight
- \* Disabilities
- \* Kids – gender, ages, grade, interests, challenges
- \* Parents – ages, issues
- \* Cultural / educational background
- \* Health/ wellness status, interests, challenges
- \* Residence -- city, suburb, country, apartment, house
- \* Entrepreneur, 9-5-er, part time, full time, small or large company or government employee
- \* What kind of car do I drive?
- \* Income

- \* Favorite foods, restaurants, magazines, movies, TV shows
- \* Where do I go on vacation (and how often do I get one)?
- \* Hobbies / recreational / community / faith based activities?
- \* Etc.

***Psychographics are the intangibles -- beliefs, values, aspirations. What causes or ideals resonate with or make up a significant part of their life?***

- \* Issues of importance or passion
  - Environment / health
  - Child care
  - Political / community
  - Human / animal rights
  - Etc.
- \* What cultural or life experiences have made them who they are today? To what "tribes" do they already belong that might be in synch with yours?
  - Women's movement

- Baby boomer
- Gen X; Gen Y
- Military service
- Etc.
- \* State of mind
  - What frustrates / worries / angers them?
  - What knots up their stomach / keeps them awake at night?
  - What do they long for / dream of?
  - What singular issue dominates their life?
  - What have they tried and failed at many times?
  - What are they afraid to try?
  - What do I want more / less of?

Keeping these two different types of characteristics in mind will go a long way towards helping you clarify and attract YOUR perfect customers – those loyal and appreciative fans who will become the core of your business.

\*\*\*\*\*

©2008 Nancy Birnbaum-Gerber. All rights reserved, but you MAY transmit, distribute, print or otherwise share this piece with anyone anywhere as long as copyright, credit and all contact and descriptive information below are included.

\*\*\*\*\*

For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves.

Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website [MarketingMambo.com](http://MarketingMambo.com) "***The Dance of Connection That Creates Lifetime Customers – One Step At A Time***" -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

Sign up for "***The 15 Minute Marketer***" on the [Marketing Mambo.com](http://MarketingMambo.com) site and receive a practical, FREE and immediately useful marketing tip every Monday morning. You'll also gain access to Nancy's MARKETING MAMBO POWER ROLODEX -- the cream of the crop in Technology and Business Resources -- along with articles, interviews and other great resources.