DOUBLE YOUR INCOME! LIVE YOUR DREAM LIFE! TARGET MARKETING MASTERY! (5 Simple Steps)



1. Describe (in detail) your "IDEAL" customer

DEMO-GRAPHICS ("WHO" the buyer is)

PSYCHO-GRAPHICS ("WHY" they buy)

Age Range?

Gender?

Ethnicity?

Liberal vs. Conservative Opinions?

Education Level?

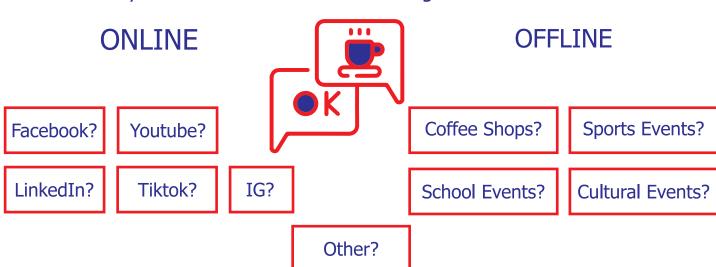
Income Level?

Interests?

Hobbies?

Activities?

2. Where do "your" customers PRIMARILY hang out?



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- 3. What is the MAIN problem that you solve for your customer? (Communicate this BENEFIT in all your marketing -- consistently!)
- 4. How "could" you begin to dominate the geographic radius no more than 15 minutes (by car) from your office, home office, store, etc.? How "could' you become what is called " 5 Mile Famous?"
- 5. On just a single sheet of paper, begin, just start -- to draft a target marketing plan based on your answers to questions 1-4. Take your time and let's try not to get overwhelmed. This work is a process and need not be rushed. It's perfectly OK for this process to take a few days.

PRO TIP: Once you've finished, begin to execute your plan, and most of all: STAAAAAY CONSISTENT!

Now you're ready to make BIG BANK and get BIG PAID! You're welcome!

All the best,

Dev Glover is a 10+ year digital marketing strategist. In addition to a host of small businesses, he has conceived marketing programs for Proctor & Gamble, Bank of America, Georgia Tech & Emory University, among others. Visit devglover.com for a complete list of marketing services and free content to help you grow your business.

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