

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?

ONLINE

OFFLINE

Facebook?

Youtube?

LinkedIn?

Tiktok?

IG?

Other?

Coffee Shops?

Sports Events?

School Events?

Cultural Events?

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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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