

COMMUNICATING FOR YOUR CLIENT



<https://graceschuppdesigns.com>

HEY THERE DIFFERENCE MAKER!



You have an incredible idea that will transform the world...

and you want your marketing/advertising dollars to not only get your product or service noticed, but to turn **casual observers** into **clients**.

The key to a successful marketing campaign is to know exactly who you want to buy your product or service and gear all of your marketing efforts towards them. Let's take a look into your ideal client.

#1- Identify Who Is Your Target Client

You may be saying, um isn't it everyone?

Of course we want to help everyone with our incredible products and services but having someone in mind gives you a center for all of your marketing efforts to revolve around. **This is where it gets fun!** Use your imagination and create your own target client. Give them a name, age, family, job description, hobbies, passions... **let your imagination go wild!**

#2- Identify Their Most Pressing Issue

You will need to tailor your marketing to them

Here's a marketing secret: **People buy according to their most pressing problem.** We all have something that is always niggling in the back of our minds, something we need a solution for and our target clients are no exception! What are they trying to solve?

#3- Identify Where They Get Their Info

Whenever we have a problem, we do research to find the answers.

We may Google an answer. We may download a podcast. We may seek out blogs. We might even see what people are saying on social media. Where do you think your target client might look for an answer?

If a client sees that you are helpful and can solve their problem, they are more likely to come to you in the future.



#4- How Do You Solve Their Problem?

Before the internet, people relied on advisors

Seems incredible to think that the internet didn't always exist and people relied on trusted advisors for information on what to buy. Now we can do our own research !In today's culture, chances are people already know through research online the types of products they need and how those products can help them. As business owners, we have to take it one step further if we want our clients to commit to a sell. **We must make it personal. We must communicate how our products can directly benefit them.**

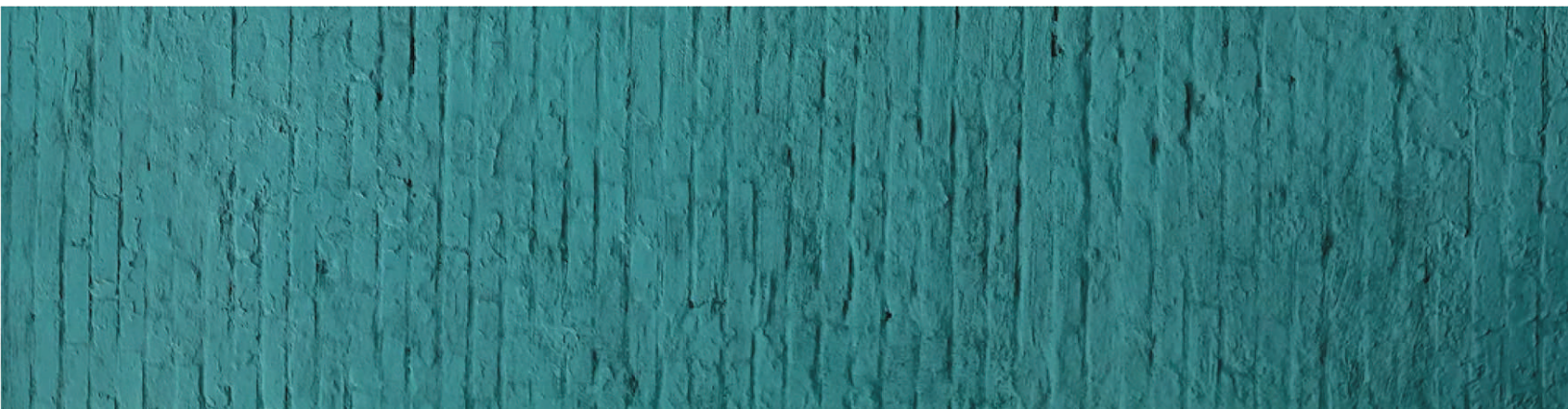
#5- Make Your Marketing Trustworthy and Applicable

What turns them off?

Everywhere we look we are bombarded with advertisements. From bill-boards to ads popping up on YouTube. All of these ads can overwhelm and simply turn into white noise. So how do you make sure that your marketing efforts don't turn into white noise?

Make sure that your message is trustworthy and is applicable to your client. People often tune out when they see a sales pitch that sounds too good to be true or too invasive.

Your approach needs to be one filled with **honesty, integrity**, and from the **perspective of helpfulness** rather than simply selling something.





Getting to know your target client takes time and research but it is well worth the time it takes to develop that expertise.

This knowledge helps shape everything you do within your business!

**YOU'VE GOT THIS!!!
AND I'M ALWAYS HERE ROOTING FOR YOU!**

If you would like to dig even deeper into the topics covered in this guide, then my **Cultivating Your Brand Course** would be a perfect next step for you and your business! You can sign up here: <https://graceschuppsdesigns.thinkific.com>



GRACE SCHUPP DESIGNS

CREATIVE BRANDING AGENCY