



The Secret Strategy You Must Master if You Want to Survive and Prosper in Today's Cluttered World

By Nick Nichols • NickNichols.com

How to Create a Composite of Your Ideal Customers So You Can Target Them

Marketing studies consistently show that products and services that target the reduction or elimination of specific, right-now problems are much easier to sell than those that offer prevention or the promise of future positive results.

Also, the more narrowly you can define the ideal audience for a product or service while still having a viable base of potential buyers, the better results you will have.

First, decide on a specific audience you want to reach. Better, think of a “composite customer” (a.k.a. “avatar”) that you have helped. Remember that even if you sell to businesses, it’s a person or group of people who make buying decisions.. Here’s an example:

Your company, Softrite Solutions, sells custom inventory management software, process management software and other IT services to distributors of consumer and business products, and light manufacturers.

A typical customer is John Smith, VP of Production for Acme Widgets, a manufacturer of left-handed hammers, screwdrivers, wrenches and other tools for the auto repair industry. Acme is a 30-year-old company that is well known in the industry, but that has been experiencing shrinking profit margins in recent years due to lower priced offshore competition. John came up through the ranks at Acme, starting as a shipping clerk. He got a mechanical engineering degree by attending night and weekend classes at the local technical school. He is married with two teenage children that would like to attend college.

As John’s account rep for the past three years, you have learned something about John’s key personal issues in addition to keeping current with his company’s front-burner issues. The company’s specific right-now problem is controlling manufacturing costs to stop margins from shrinking. John’s main concern is keeping Acme competitive and profitable at the same time so Acme will stay in business, so his job will be secure and he can send his two children to college without having to tap into his retirement account.

Two years ago, Acme upgraded their inventory management software to Softrite and they are happy with it. But their front-burner issue is making their manufacturing process

more efficient to reduce waste and speed up production. If they could do that, they could keep their pricing in line with foreign competitors while increasing margins. This is John's "If I could just" mantra:

"If I could just... reduce waste and speed up production..."

"I would be able to... keep Acme in business..."

"My life would be better because... I can keep my job, send my kids to college and retire comfortably."

This may not seem important but I can assure you that if you can create meaningful, relevant "If I could just" mantras for your key avatars, and then offer solutions that directly address those mantras in ways that are unique, ***you will be wealthy beyond your wildest dreams of avarice!***

This is because virtually no one does this. Sure, your competitors may have seen the movie, *Avatar*, but they probably have never applied the Avatar concept as discussed here.

And speaking of unique solutions, we next want to identify the one thing that sets your product or service apart from competitors that your avatars may have been exposed to. I call this your "Only-One Advantage."

For example, "Softrite Solutions' process management software is the only product of its kind that was developed side-by-side with actual end users to refine and perfect the code so it's 100% bug-free the day it's installed."

But, ***this is not enough!*** I also developed what I call the "Which means? So What?" strategy. It's great that the software will be 100% bug-free the day it's installed, but what does that mean in terms of real or perceived benefits? It could mean, for example, "So you can concentrate on learning and using it with the confidence that it will perform as promised and keep your manufacturing process running smoothly and efficiently."

Okay, but so what? "So your downtime will be minimized due to unexpected problems in your assembly line; your waste will be virtually eliminated, and your production time will be improved by a minimum of 20%."

But wait there's more!

"After using our software for 90 days, you can expect to increase your margins from 5 to 20%, thereby strengthening your market position, improving your cash flow and boosting your return on capital."

I call this process heaping benefits on benefits. Done properly this will give crystal clarity to your avatars as to why they need to buy your product or service instead of a competitor's or, worse for them, doing nothing.

Next, we “dimensionalize” the problem for the avatar. For example: Is this you?

- You're worried that cheap foreign competition is eating away at your profit margins and market share.
- You're concerned that an unexpected production line stoppage could result in costly unscheduled maintenance and could cause unacceptable delivery delays.
- You're frustrated with the unreliability of your current process management software but think you don't have the money to replace it.
- You wish someone could come in and give you an honest assessment of your production process in days instead of weeks, for a price that makes sense, that won't make you look incompetent.
- With these problems solved you could spend more time on new product development to stay on the leading edge.
- You could also spend more time on team building to improve the morale and efficiency of the human factor.

Be honest with yourself. Have you ever gone into this much depth with defining your ideal composite customer and his business problems and personal challenges? No? Well the good news is, ***neither has your competition!***

Now it's your turn. Get a paper and pen or open your word processing editor and:

1. Describe three avatars that have different sets of problems for which you can offer unique solutions.
2. Of those problems, which do you think is the most acute for each avatar?
3. Assign 5-7 benefits to each solution and try to heap benefits on benefits.

Once you do this, ask yourself, “If I was my avatar, would I want to buy from me?” If you can answer an honest “Yes!” then you are in a position to dominate your industry. If not I might be able to help via my one-to-one, private Marketing Turbocharge mentoring program. To see if you qualify for my program, visit **www.MarketinProcessAudit.com**.

Your Avatar's "If I could just" Mantra

Let's peek inside the mind of your ideal prospect and fill in the blanks of what is keeping that prospect up at night, tossing and turning. Your prospect is mentally saying:

If I could just fix this problem/these problems:

So that I would be able to:

Then my life would be better because:

How did you do? Does your input for your Avatar's "If I could just" mantra shine with brilliance? If not, I can help! Visit www.MarketingProcessAudit.com.

This is a tiny fraction of what participants will learn in Nick Nichols' Marketing Message Magic™ Strategic Work Session™ program. See the next page for details.



Actionable marketing strategies and tactics to grow any business and prosper in any economy!

Nick Nichols has been cited on 300+ media outlets, including affiliates of:



Nick Nichols speaks to small business owners and entrepreneurs who want to attract more pre-qualified buyers who are ready to do business on their terms at the prices they want to charge.

"You've never had a consultant like Nick Nichols. He understands the business and what the public wants. He knows how to put it together."

– Dr. George Bobbitt, CEO,
GTGB Chiropractic Centers

"You're my hero! I would be nowhere fast without your skills! Nick is a great source for branding of your personal business or corporation."

– Debbie Murray, Vice President
Allie Beth Allman & Associates Real Estate

"Nick helped us become leaders in the business networking community by showing us how to narrow our focus to establish ourselves in the market quickly so we would be known as experts."

– Ray DuGray & Maria Ngo
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"I would highly recommend Nick Nichols to professional service providers who want to improve their image and reinforce their brand to become known as 'the one to call' in their field."

– Beverly Flaxington, CEO
The Collaborative

"I wanted to add a new dimension to my business so I turned to Nick Nichols. I would highly recommend Nick and his team to business owners who want the latest marketing methods."

– Ben Edwards, CEO, Boston Tour Group

"Nick is able to look at a company's total marketing plan and come up with several strategies to reach new clients and new markets in an innovative way. He 'gets it.'"

– Joan Nye, Principal, JPN Financial

Marketing Message Magic™

Summary:

This is a high-energy, high-content, interactive program designed to clarify and crystalize marketing messages to attract pre-qualified prospects who are ready to buy at premium prices and fees. After this program, attendees will be empowered to:

- Define their ideal audience and what is important to them using sales funnels. **This is critical** to insure marketing initiatives are meaningful and effective.
- Attract more pre-qualified customers and clients and repel the tire kickers and "lookie loos."
- Boost conversion rates by creating irresistible offers.
- Neutralize the "front-burner issues" their ideal audience has that are preventing them from buying.
- Immunize their clients and customers from the competition using "consequence marketing."
- Consistently win against larger, better-known, better-funded competitors.

Audiences:

Business owners and professionals who want to increase sales and profits; consultants, coaches and trainers who want to sell more products and services. Conference/tradeshows keynote/breakouts; association meetings; larger chamber of commerce events.

Customization Options:

Alternate titles:

- "Breakthrough Customer/Client Attraction Strategies"
- "Attracting Premium Customers/Clients at Premium Prices"

Program Length:

This program can be customized from a 60-minute keynote/breakout to a half-day strategic work session or combined with Nick's Sales Success Lab™ and Maximize Your Margins™ programs for a one-to-two day intensive.

To book Nick now:

Call 214-458-2290 or

Email booknick@nicknichols.com



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Strategic Work Sessions

Marketing Message Magic™

- Why you must master marketing messaging if you want to sell at premium prices and make premium profits.
- How to define your ideal audience and what is important to them using sales funnels.
- Why the "cart-before-the-horse" marketing you are probably using is hurting you, and how to fix that.
- How to "dimensionalize" the problems your ideal audience has to give them focus and clarity.
- How to neutralize the "front-burner issues" your ideal audience has that are preventing them from buying.
- How to deploy "consequence marketing" to immunize your clients and customers from your competition.

Sales Success Lab™

- What you must know to build and sustain a long-term profitable business.
- How switching focus slightly can lead to massive profit increases.
- The 7 marketing elements you must measure and track to cost-effectively grow your business.
- The 3 basic strategies for delivering maximum value to your customer/client base to generate the most possible cash in return.
- THE most important marketing concept that 99% of business owners overlook and how to exploit it ethically for ridiculous profits.

Maximize Your Margins™

- Why margin is the most important component of your business model yet most people ignore it.
- How tiny changes in your pricing can lead to huge increases in profits.
- What customers and clients really want and will pay more for.
- How to create a higher-priced offer from your existing product/service mix.
- How to communicate and prove value to command higher prices and fees.

Nick is known for his content-rich, high-energy presentations laced with humor and immediately usable strategies for maximum takeaway value.

Nick helps s business owners and entrepreneurs attract, engage and convert more pre-qualified buyers. Nick is the author of three books on marketing and sales. Call 214-458-2290 to book Nick for your next event.