

8-24-20 How Do You Find Your Customer?

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Hey everyone, welcome to another episode of legendary leaders. So yesterday we talked about figuring out and learning what your customer needs. And once today I want to talk about how we actually find our customer. You know, again, we have this product or the service in mind that we want to offer the world. Right. And I say world in general, the world, either just in our neighborhood, the world, in our state, the world, in our country, you define the world, but in your business world, you have something that you want to sell. And you have this ideal customer in mind, right, your avatar, you have this ideal customer, how do you find that ideal customer? Do you know where they are? Do you know how to connect with them? Because yesterday we talked about figuring out and learning what your customer needs and wants. But to learn that you have to actually find your customer, right. So how do you find them Well, the most common way today's social media, right? I mean, everyone, at some point or the other is on social media. My parents are even on social media. And so not to say my parents aren't old, but they're obviously older than me. And so everybody's on social media. Now, everybody in different age groups are on different types of social media, right? Those of us that are a little bit older, right, are mostly on Facebook. Those of us that are a little bit younger are on Instagram and tik tok, and you know, Snapchat some of those different platforms. So how do you find your customer you have to know where they are. So the first thing is if you haven't defined your avatar in the first place, and we kept it so broad and said, I want to serve the 10 groups, like we talked about yesterday, then you're going to think your customers everywhere. But what that really means is that you're focusing your efforts nowhere and we can't do That we cannot create a strong business if we're not focusing in and zeroing in on where we think our customer is. Now, remember I talked about failure in the past and we talked about how the fact that failure in school is just really tough because you're essentially regurgitating facts, right. You're, you're memorizing things. And so if you fail, there is just a

failure of overall, okay, it's a broad statement, but overall, probably, for most of us, not applying ourselves. Okay. But failure in the business world is where there was no answer. No one provided us with the answer. We have to find it on our own. And so failures in business is very powerful. Failure is powerful in your business because it tells you what you should not do. And if you can fail fast, it will save you tons of money. Right? So we don't want to fail by going out into the world and marketing to everyone. Right? We don't want to go survey every customer in the world. You have to have an idea of who your avatar is. So then you know where to find them. Okay? So start on social media, right? Even in social media, you can select the country that you want to target. Okay? With your ads with your, you know, your free lead magnets are whatever it is that you want to get out there. But you have to try an audience, you have to try to find your audience. Now, maybe you want to sell locally, you want to have a brick and mortar and you want to sell locally, well, you know, your local community better than anybody, especially if you've grown up there and been there for at least a couple of years. If you've been in town for at least a couple of years, and you've connected with a local Chamber of Commerce, okay, which is really important. If you're going to have a brick and mortar. You've got to connect with your local chamber. You've got to build relationships there and you have to seek to understand what are the businesses that already exists? What's the gap, right and you probably already know that by driving around and seeing what what's offered in town? But then you have to go ahead and ask the question. So you can ask people in the chamber you can ask people that you go to church with, if you go to church, you can ask people in your community, hey, if I started XYZ business, would that be beneficial to you? Right? Ask them if your local community is going to be your customer base, then you already know where to find them. There, they're there. But you've got to build relationships, and find the easiest way to ask in a way that you're going to get results back. That's really important.



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Important, it's important to find your customer, it's important to find where they are. Social media, local, whatever it is, wherever you're willing to sell online brick and mortar. You've got to then find where your customer spends his or her time. Okay? And then from there, that's when you figure out how to understand what they need and want. Okay. That's how you Do that. But you've got to find where they're spending their time. Now, you've heard me throughout all these episodes, you know, I am not a marketer, I'm learning to become a marketer, let me say that I have never been a marketer. I like to influence people to follow my ideas and go execute. I consider myself an influencer, right to lead people and get things done. But I would not say that I'm a marketer. Now I'm learning to wear that hat and I'm enjoying it. I'm having fun learning the pieces without the stress of carrying that on my shoulders, and worrying them and a screw that up for legend. Right? So let's be very clear. Before I go any further, I'm learning how to be a

marketer. But I have helped in that area. So I don't botch it while I'm learning. That's just security for me. But, you know, at the end of the day, what I had to do is look at my marketing team, and say, Okay, here's my customer. Let me tell you who she is. And let me give you a to attribute to my customer, and let me tell you what she's looking for and what she's working on and who she is and how she feels. Because that's my job. Right? As the business founder and leader, that's my job. Now the marketing team then takes that says, Oh, perfect. Well, now that I know all the pieces about your customer, I can tell you where she's hanging out. Here is where you can go find her. If you don't have the luxury of a marketing team, think about what I shared with you a few nuggets just now about the Chamber of Commerce. Think about social media, okay, you can play around, you have to run some ads. It's hard to do organic traffic, but you can do it. You can very much do organic traffic if you spend time in Facebook groups on a regular basis. So you go join other Facebook groups, and you engage, interact, and provide answers and feedback. Right at the same time. You're learning about your customer, who's your customers in the Facebook group? Just go ask them questions there. You don't have to create your group. In order to have traffic coming to you first and run ads to it, you can't actually you can't run ads to a Facebook group as it stands right now anyway, right? So the the point here is, if you're not opening locally, use social media. You can target your ads if you want to run ads, but you can also very much get engaged with Facebook groups. Go in those groups. Find your customer inside there. actively participate, provide candid and honest feedback, this supportive of him of whoever's asking the question that's really important. You only need to be seen as supportive and engaged. And then ask your questions. Don't just go in and ask questions and not give back. You've got to give as much as you take. Okay? But give answers and provide support. Go ask your questions. seek feedback from the market that you're trying to target because they should be in the groups that you're targeting. That's the whole point. And then from there, do what we talked about yesterday. You will have Learn what your customer needs and wants and then you can create your product after that, okay? But that's how you find your customer.



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Go and be legendary.