

1-27-21 Target Audience

Tue, 1/5 7:57PM 10:57

SUMMARY KEYWORDS

business, corporate world, target audience, figure, women, teach, started, knowledge, experiences, serve, learn, leaders, growth phase, talking, question, legendary, efficient, amazing, pieces, struck



00:00

Welcome to another episode of legendary leaders. As always, I am happy to have you with me today. Thank you for listening in, I'm excited to be able to share with you some thoughts, and some pieces today specifically about your business, that should be able to move you forward or at least remind you of things that you already know. So that you can run a little faster, and take yourself from that corporate world into that confident entrepreneurial space, and be able to move yourself forward and go and start living the life that you deserve. Right The legendary life, that's what we call it here at legend leaders. So as you know, the entire reason why this podcast and this YouTube channel why they exist, is because I want to share with you tips and tricks, strategies really more than tips and tricks strategies that will help you move forward, take yourself and your business to the next level. You know, the entire reason that we're here is to arm you, corporate female leaders who are ready to start their own business or who are already starting their own business, and are trying to figure out how to move it forward so rapidly, so that you can hit your legend number, right, that's what we call it here, your financial target number that that you have in your mind, right, we've established not just in your mind, but you've written it down at your target is your goal, you want to deliver to that. So that then you can leave the corporate world, and you can just serve and contribute and pour into people through your business, right. That's why we exist. So what I will tell you is today we're talking about your target audience. Now, I will tell you that I have invested 10s of 1000s of dollars going through business courses. And I'm not talking about like MBA classes, I'm talking about coaching and mentoring and learning from all of these other amazing business owners, because if I can learn from them, just like you can learn from me, if I can learn from them, then I can run faster, I can avoid mistakes, I can get to where I want to be. And then I have that knowledge and I can impart upon you, right. So it's just a cycle, we're just all sharing information, so that we can help each other be successful. And

so I've spent money and I've spent time I've learned all of these things. And what I will tell you is what I tell all of my clients, which is as you're starting a business, you have to know who you're talking to. And I know that that sounds so I mean, common sense, right? Like Hello, Katrina, of course, I have to know who I'm talking to. I mean, how would I start a business, I have no home selling things to and know that you inherently understand that. And I get that because I inherently understood it as well. But I will challenge you on this one just a little bit, I'm gonna walk you through this and explain to you what happened to me, so that you can learn from my experience, and then apply the lessons learned. So let's go ahead and dive into it. What I learned was that while that was a no brainer, I had a hard time figuring out who I really wanted to help. Now, I will tell you that I knew right out of the gate, I wanted to help women in their business. I mean, that was an easy one for me. I knew that I wanted to help women, I help women and men, but my passion is to take women who just want to kick some butt, and just have an amazing idea and get out there and they want to serve the world. And I want to help remove all of those barriers and roadblocks. So you I mean, you're just flying down the road. I just that's my passion, I just get excited about it. So I knew that much. Also knew obviously that I wanted to help him business versus relationships, or parenting or any of the other topics that that exists in the world today that I can help with, right, I want to help him focus in on business. So I knew that much. But other than that, I struggled a little bit I knew right out of the gate in the beginning, where I thought I wanted to start was helping with businesses were already established in the growth phase going into the mature phase of business. And I wanted to help teach the air squared framework, which is my signature signature framework. It's my signature program that I teach, where I help you become more efficient, and fix all the different pieces in your business. So that you can generate more revenue, and you can reduce potentially reduce headcount, you just become more efficient. Because when you are in that growth phase going into mature, you have to become more efficient. That's what your business demands, right. And so that's where I started. But as I started getting through that, and developing all those pieces, it struck me I was like, Oh, well, wait a minute. I like that. But what I'm finding is, there are a lot of businesses that are out there that aren't ready for the air squared framework, because the foundation wasn't built correctly. So let me back it up a little bit. Let me start helping at the very beginning. Let me start helping where we have startups. And let me start helping you generate cash flow. And let me teach you the nine fundamental pillars of business. We call it mastering the nine here at legend leaders let me teach you those things. Because if I can help you lay the foundation, then I can help you become more efficient in that growth to mature phase. And I can help you through all four phases. So I started thinking about that and started working there. Well, then the reality struck me that there are a lot of women that are out there that they want to start a business but they do Don't want to start a business. They're fearful. They don't know how to start a business and they know in their heart that they're dissatisfied. But where do I go next? And what's step number one, and what's step

number two. And so the lack of knowledge, the uncertainty that we all have, at some point in our lives, that uncertainty was too great. And so they didn't want to step out and start their own business too fearful of that, because all of us in the corporate world that have lived there, were successful, because we know what the heck we're doing. I mean, we can keep blood in there. Because we know what we're doing. We walk in, shoulders back, I mean, point us, we know how to handle it, right. But get going from that world where I know everything, or most everything, and I'm confident I've got it under control to a world of unknown is scary. And so I started figuring out And so again, I backed it down a little bit, and I started changing my audience a little bit. And I will tell you the question that helped me figure out who I want to work with, no one else has given me this question. So I'm going to give it to you today. The question was, if I was in a room with someone for two hours, I was in a room with a bunch of people, who could I be in the room with, that I could naturally and easily have a conversation with, that I could empower that I could share some information that I know, based on the way that I speak, and the directness that I carry, and the knowledge that I have in business, that I could go and start teaching them things right out of the gate. And these women would say, awesome, I love it. That's perfect. I know exactly how to implement that, or that ask a few questions, but they immediately start wanting to it right. And so it has to be women that just weren't starting a business, right? Because that's where I started just helping women in a business. But not all women have the same backgrounds or the knowledge or the experiences or the drive or the desire, right? And so I figured out by saying, well, who can I be in a room with for two hours, that if I taught in my way, in my style, coming from a place in the position that I'm in right now, where I felt comfortable starting, I wouldn't have to start, you know, all the way at ground level, I want to start sort of mid level based on the knowledge of business that someone has just in general and their experiences that I could do that. Who would that be? Who would that person be? And I didn't figure out who I really wanted to help and center my business around until I figured out the answer to that question. Because again, no one had asked that question. You'll get these Fufu questions all the time on social media, you know, if you could go and have dinner with anyone, who would it be? Blah, blah, blah, right? But this is the fundamental question. If you were in a room for two hours, with a group of people, and they are your customer? Who would they be? What would they bring to the table? What would their personalities be? Like? What would they already know? What would they have experienced in life? That just changing the question a little bit to ask myself that question, help me come to the table and say, I want to help women who are in the corporate world who know about business, because they've they worked in the business, they understand that startup is very different than the corporate world, because business phases are different. And so they know that they're going to have to learn things, they don't go in blindly assuming that business is going to be easy, or you know that they're not going to have to put in some work, because I want to help support women who are willing to put in the work, because we know that this is

work. But the reward at the end of it is amazing, right? So they have some business knowledge, they handle my directness, because in the corporate world, women are direct, and we have direct conversations, and we have ideas and we're strong. And that's accepted. And it's okay. And we're used to interacting with each other in that capacity. Right. And so there are all these other things that I thought of, and that's who my target audience is. And that's how I figured it out. But it took me a long time, a lot of money, a lot of courses, a lot of advertising, and putting different pieces out there and trying to figure out who my audience is to finally land on this audience. I mean, this is just what I think about these amazing women, and you're probably one of them, that just live in that world that work in the corporate world, you're starting your business or you want to and you want to help, man, I mean, my heart just explodes. And I get so excited with the the idea and the ability to come in and help you not because you know, I want to make money but because I want to help you because I want to see the light in your eyes because I want to see you going out there and kicking butt and intriguing achieving your dream. And that excites me. And so when you can be in that room for two hours with those people, and they become your best friends. And you know that you have landed in your personal sweet spot of service. That's when you figured out your target audience. And if you're not feeling that, then you haven't quite found it. If you want to get the ads out there if you want to get the business going, but you're you're hesitant and it's not because you're fearful that it's not perfect. Okay. Cuz that can be a fear. It just doesn't feel right. Like you're getting close, but it doesn't feel right. I will tell you trust your gut. It's not right. Go back and ask yourself, who can you relate to? Who do you want to serve? There is a group out there that has made just for you. I mean, we're all I mean, look at the millions and billions of people out there. There's a group out there that you're going to serve, but you need to find them. Find them, figure out who your target audience is. That's your challenge for the day. If you're struggling with that, who could you spend two hours with in a room and feel fully confident that you could teach them or sell your your product to them, whatever it is that you offer, and they're immediately going to grab it, it's going to resonate with them. That's your target audience. Think about it, jot it down. Don't lose any idea. Nothing. No detail is too small or too big about your target audience because you're going to use that to go out and connect with them and serve them. Okay. Go and be legendary.