

**Not Everyone with a Checkbook is Your Customer!**

**A Small Business Guide to Target Marketing**

SPECIAL!

“Bonus” Chapter on Low-Cost Marketing

By Sarah Zink

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Whether you are a business owner, franchise operator, or sales executive who's working to "hit the bull's-eye" with your sales, this workbook is for you.

Sarah breaks down the complicated world of target marketing into simple, step-by-step actions that any business person can take to see results.

In Sarah's own words, the goal of this workbook is to "change the odds for small businesses" and give every business owner tools to help them become "productive, profitable, and powerful".

For those business owners who recognize that they keep doing the same thing expecting different results, this workbook offers techniques that may well be the first step in turning around their business success.

Sarah is the owner and CEO of Sarah Zink Business Training, a Dallas/Fort Worth based company. She has been a corporate and small business trainer since 2004, and has worked with hundreds of businesses, large and small. Her goal is to break complicated ideas down to the lowest common denominator and turn these ideas into action items for success.

Visit her website at: [www.SarahZink.com](http://www.SarahZink.com) to enjoy the free tools available there, and register for her monthly newsletter: "Think Zink".



## Preface

I think it's appropriate to begin with thanks. First of all, I want to give my most humble thanks to God for being so very good to me. I am blessed; not because I deserve it, but because God is so good.

Second, I need to thank my husband, Larry. Without his love and support, I wouldn't be who I am today. To say he is the wind beneath my wings doesn't begin to touch what a difference he has made in my life.

Finally, I have to thank all the "Power Chicks" who have helped, advised, supported, encouraged and "kicked my butt" when necessary. Special thanks to Sue Wallace, Jerrie Schubert, Melinda Johnston and Theresa Davis, without whose help this workbook would still be an idea, not a reality.

When I set out to write this workbook, I had to decide who the target market would be. I thought about the people I've met through my classes and seminars, the folks that listened to my radio show, and the business owners who write and call me with questions.

My mind goes to the insurance agent, the plumber, the landscaper, the florist, the staffing agent, the manufacturer and many more small business owners that have great products, and who want and need to find great customers.

This is for you.

A handwritten signature in black ink that reads "Sarah Zink". The letter "S" is large and stylized, with a long horizontal stroke that extends to the left and loops back under the "A". The rest of the name is written in a cursive, flowing style.

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## Here are three things I want you to get from this workbook:

1. To understand and believe that not everyone with a checkbook is your target market.
2. To focus your energy and work smarter, not harder, to make the sales that increase your bottom line and help you WIN.
3. To help another business professional by buying a copy of this workbook and giving it to them as a gift.

That last item might strike you as a little self-serving, and indeed, it is. But I am confident that after reading through this workbook and participating in the activities, you'll agree that you know at least one person who needs to learn what you have learned, and you'll be glad to share this information with them.



## Introduction

Ever heard of Pet Rocks? Ant Farms? Hula-Hoops? Jumping Beans? Rubik's Cubes?

### **Pet Rocks:**

In April of 1975, Gary Dahl, a California advertiser, came up with the idea for a Pet Rock. By October of that same year, he was shipping 10,000 pet rocks daily. A million rocks sold for \$3.95 apiece in just a few months due to target marketing!

### **Ant Farms:**

Over 12 million Ant Farms were sold between 1956 and 1966 (sans ants), due to creative targeted marketing.

### **Hula-Hoops:**

In 1958, Wham-O sold 25 million Hula-Hoops in 4 months due to target marketing.

### **Jumping Beans:**

Joaquin Hernandez was ruled as the "King of the Jumping Beans." A periodically recurring fad for more than 60 years, Hernandez is reported to have sold as many as 20 million of them due to target marketing!

### **Rubik's Cubes:**

Approximately 4.5 million Rubik's Cubes were sold in 1980 to a specific target market using target marketing techniques.

### **What's the point? There is a target market for everything.**

Now, I'm hoping that whatever it is you're selling has a longer shelf life than these fads, but no matter what you're selling – you will be more productive, profitable and powerful if you'll take a breath, set some time aside, and read this workbook.

## Chapter 1: What is Target Marketing?

Do you like to play or watch any sport? Imagine a football game in which all the players are blindfolded or a golf match at night with no lights. What about trying to hit a dartboard with your eyes closed? In any of these cases, there would be little or no way that the players could hit their targets.

The same principles apply in business. Choosing to do business without knowing who your target market is will prevent you from reaching your objectives.

At the very least, not knowing who your target market is will turn a walk around the block into a five-mile obstacle course. Why work harder when you can work smarter?

I am constantly shocked at smart business owners who have no idea who will buy their stuff, or worse, they naively assume that “anyone with a checkbook” will.

And let me just say this, if you think that everybody is going to be your customer, there’s a good chance that nobody will be your customer. The market place is full of other people and businesses competing for the same dollar that you’re going after.

**If you don’t know who your target market is, you’re just shot-gunning for customers. Take a moment to describe your CURRENT customer.**

The business owners that I know who struggle the most are those who think everyone is their customer. They “shotgun” their marketing efforts in random directions, based on how they feel at any particular moment. They wrongly assume that anyone with a pulse is a prospective customer.

**Now, let me take a moment to deal with “exceptions”.**

Yes, if you’re a plumber, practically everyone has plumbing – BUT – do you want everyone as your customer? I think not. Wouldn’t you rather have someone who isn’t worried about “how much” but instead is worried about “how well”?

Or perhaps you would prefer to work with corporate accounts, or new home builders. You have the power to choose who your perfect customer is, and that is what target marketing is all about.

Take this topic seriously – anywhere from 40 to 50 percent of small businesses go out of business within the first year, and of those, another 50 to 60 percent go out of business within the next five years.

That means that of every 100 businesses opened this year, 90 of them will be out of business within the next five years. I don't know about you, but I'm not OK with that. While there may be a variety of reasons for this, I'm confident that not knowing their target market was a big factor contributing to this failure.



While this workbook will help you find your primary target market, that doesn't mean you won't have a secondary market of folks who will buy your stuff.

**For now, let's stay focused on helping you find the "low-hanging fruit". Take a moment to briefly describe your PERFECT customer.**

There are all sorts of people out there who might buy your stuff, but those are called "accidental sales". If you sell something at a networking event, that's what I call an accidental sale. Remember the "I Know You Need Me" approach from earlier? In my estimation there are few things that make you look more like an amateur than conducting business this way. Don't do it.

**Your success needs to come from "deliberate sales," which are a result of targeted marketing.**

No matter what your industry, the task we're about to undertake is to determine, as closely as possible, who your best customers are, and 'target' your company's money and energy toward that customer. I want you to be able to identify down to the zip code, if applicable, who your best customers are.

This process isn't complicated, nor does it involve spending much money; however, it's absolutely critical to your success to determine your target market.

**You better get ready, because here's where the hard work begins. Make a note of your commitment to spend at least 15 minutes a day reviewing the ideas in this workbook.**

One of the worst sales approaches I've ever heard is: "I know you (or your customers) will need my product." And that's before they even know what I do! These individuals assume that everyone needs electricity from THEIR company, or promotional items, or carpet cleaning, or extra fluffy paper towels, or... whatever.

Sure, everyone uses electricity and paper towels, but is the price right? Is it the right time for me to change? Does your company fall in line with my company's needs? Do I know you enough to trust you with my business?

So unless you have buckets of money to waste on ineffective networking, shotgun sales and wishful marketing, it is absolutely critical that you discover your target market. A target market isn't everyone who surfs the Internet, or everyone who buys a boat. You have to find people within that category who have a common problem that you provide a solution for.

I'm going to help you find and focus your energy, your time, and - most importantly, your money on those groups of individuals or businesses who have the highest likelihood of buying your stuff.

And don't get offended when I say your product or service is just "stuff". I'm using that term to get you to think about the big picture.

People can literally shop around the world with the click of a button in today's market and the market is full of *stuff*. In the mind of a busy customer or business owner, your product or service, if it's needed, is probably on a list of *stuff* to do.

### **Think about this:**

How can you create a marketing, sales or advertising strategy without knowing who has the greatest likelihood of caring about your stuff?

How do you know how much to charge for your stuff without knowing who has the greatest likelihood of buying your stuff?

How do you know what types of marketing efforts will work (targeted direct mail, email, radio, TV) if you don't know who has the greatest likelihood of reading or listening about your stuff?

Where are they? What do they do? Why do they care about your stuff?

The most successful small business people I know realize that there are only a limited number of people who will buy their stuff, and they specifically target all their sales and marketing activities toward those people or companies.

You may be very excited about your product or service, but guess what? Not everyone is going to be excited. Your passion is great, but it's not going to automatically translate into new customers.

**Your job is to find the people who are the most likely to care about your stuff. Right now, who do you think REALLY cares?**

## Chapter 2: What Are You Selling?

Before we can identify what your target market is, one of the first things you need to do is to refine what your main product or service is so that you are not trying to be 'all things to all people'. That's the kiss of death to a small business. You can't meet everyone's needs, and you are naive to try. You have to determine what is the core product or service you are selling.

**Never forget that people express their values through what they buy.**

Knowing what you're really selling gives you the power to feed into why people are buying. Customers are much smarter than ever before. Thanks to the Internet they can compare, discover and learn. Then they can even talk back! So be prepared. Make sure that what you're communicating about your stuff is going to increase their confidence in their decision to do business with you.

So let's get to it. Take a moment and think beyond your product.

What are the benefits of your product or service? (not the features - see next page)

What is the problem your product or service offers a solution to?

What value does your product offer?

"So how do I define the benefits, and not focus on the features?" you might ask.

Easy! Use the "Who Cares?" or the "So What?" theory.

Here are some common features that inexperienced marketers will use as benefits:

Think about it: is the fact that you have been in business since 1950 a benefit? Who cares? I know it's harsh, but really...why should anyone care?

- In business since 1950... • Award-winning ...
- 24-hour customer service... • We're the largest....
- State of the art technology... • One-click ordering...
- Located in historic downtown...
- Who cares if you're located in historic downtown, if your customer service stinks?
- Big deal if you're the largest, if you're not the best!
- How does your state of the art technology make my life as a customer better?

Let's use the example of being in business since 1950 as an example. Your job is to translate that into the fact that you're an established company with many years of experience, and that's a benefit. It

implies that you are reliable, and your customer can depend on you being around to back up your product or service.

### **What's your biggest feature? How do you translate that into a benefit?**

Translate the feature of being award-winning into a time or money-saving benefit, and you've turned a feature into a benefit! Any time you want to tell me – the customer - something about your company, ask yourself, "So what?"

I can't emphasize enough the importance of speaking to your customers in terms of benefits. Honestly, we could care less if you're in a historic building. I want to know something that is meaningful to me, and how you're going to help me solve a problem.

Once you've answered the questions on the preceding pages, you've taken the first steps to finding your target market. Now that you've identified these things, your next step is to find the people that are looking for what you're selling.

### **Niche Marketing**

Before we move on, I want to spend a minute on niche marketing. This is something very powerful to the small business owner, and I would be remiss if I didn't touch on this.

There's a commercial on TV that is, in my opinion, the epitome of this "be all things to all people" epidemic: it shows a barber shop that does legal service, and an auto body repair shop that doubles as a dentists' office.

Although the commercial may seem silly, it's a great visual of a common error of small businesses – working to meet unrelated needs, instead of becoming a specialist.



Becoming a specialist involves what is called "niche" marketing. For example: you don't just clean houses, you specialize in cleaning blinds. You don't just mow lawns, you specialize in commercial landscaping.

Wouldn't you rather work with someone who is an expert in his/her field, instead of someone who is a "jack of all trades"?

So, if you are a carpet cleaner who does upholstery, then you need to decide: are you a carpet cleaner who does upholstery, or an upholstery cleaner who does carpets?

If you're an insurance agent who also sells Pre-Paid Legal® services, which one do you consider your primary business?

I encourage you to take a moment and decide what primary product or service you are selling, because that is what you will use as the focus for activities in this workbook. That doesn't mean you quit selling the other secondary services or products, but it means that you decide— what do you want to be known for?

Customers become confused when you are selling more than one thing. And the last thing you need is a confused customer, because they will go somewhere else to buy.

**I encourage you to write out a detailed description of your stuff. If it's important enough for you to do or sell, it should be important enough to take the time to describe it accurately.**

After you've written down what it is you do or deliver, think about how you can describe it succinctly (briefly).

There's a power you'll find in actually putting this on paper. You'll be much less likely to divert from the most productive course of action when you have a solid idea of what your stuff is really all about.

On the next page, please take a moment to write these things down.

### **Smart Steps:**

As you think about what it is you're selling, and how you become a niche marketer, consider these questions:

First – what are the most valuable of unusual features of your product? If you're a bookkeeper, you might think that your value is obvious, but what's going to make me use your service over any other?

Second – what are your customer's needs, and how does your product or service address these needs? Maybe you're a mobile bookkeeper, and your target market are those people who don't want their valuable business records to leave their office.

Third – what are your customers really buying? In the above case, I'm buying the convenience and security of having someone do my books who will come to me.

## Chapter 3: What Kinds of Customers Are Out There?

Get ready. Believe it or not, there are only two kinds of customers:

- Individuals, or
- Companies/organizations

See? Wasn't that easy? These two groups are commonly referred to as "B2C" selling or "B2B" selling. That stands for "Business to Customer" or "Business to Business".

Knowing which group has the greatest likelihood of buying your stuff will further help you drill down to the lowest common denominator of who your target market is. Now you may read this and think, "Well, that's easier said than done." Not so! That's what I'm going to help you understand.

Two things will determine which customer is best for you: your product itself, and the price you're going to charge for your stuff.

Start from the product itself and 'back into' who uses it. Carpet cleaning, remodeling and business training services can all be used by both individuals and companies. But who's the BEST target for your style of sales and service?

Next, consider the price of your product - what it costs to make or do. Then determine what is an acceptable profit margin taking into account all of your business and personal needs. Who is BEST able to afford the price you want to charge?

Remember what I said earlier in this workbook? You will have primary and secondary markets. But determining the most profitable (primary) targets will help you focus on spending time, energy and money with the greatest potential return on your investment.

**You have to decide which group is going to be your primary target and which group will be your secondary target.**

Here's an idea of what I mean: Let's say you own a gift basket shop. You've done your research, and you've determined that based on your target market, local corporate accounts will produce the greatest profits for your business.

You create several different baskets, specifically geared to the corporate culture: "Welcome!" "Congratulations!" "Thank You", and "Our Sympathies."

These baskets can be easily mass-produced and marketed to a wide variety of businesses, and customized using logo merchandise provided by the customer.

Here, your money is made through volume sales, as well as being able to ask for contracts or exclusive arrangements in exchange for a bulk discount.

You can *also* have a secondary market targeted to individuals; these baskets will have a good profit margin because you charge more for the customization, and you can also create “mass produced” baskets for the holidays, and sell them either through a retail location (if it makes sense), or on consignment through gift shops, flower shops, and spas.

This theory applies to other businesses as well. If you’re a carpet cleaning company, you might target individual accounts – people moving in and out of homes – or you might target home builders who need the carpets in their model homes cleaned – or you might target property management companies who have large numbers of properties with carpet cleaning needs.

Now, I’ve talked a lot about industries whose markets are local, but your business might have customers across the region or across the country (that’s called geographic segmentation). The same principles related to primary and secondary markets apply on either scale.

### **Smart Steps:**

Think about your past professional experiences and what you truly enjoyed and excelled at. Were these relationships at a corporate or personal level? The answer can help direct you in your choice of target customer.

First, determine which product or service you offer you enjoy the most, makes the highest margin of profit or can yield the most referrals.

Finally, consider the profile of the type of customer that needs your item. This will help determine your primary and secondary markets.



## Chapter 4: Why Do People Buy Your Stuff?

We've already talked about the two types of customers: individuals and companies. Well, each one buys for different reasons.

If you'll think about it, individuals typically buy for three basic reasons:

- To satisfy a basic need (food, clothing, shelter, transportation)
- To solve a problem (stopped up sink, leaky roof, dirty carpet)
- To make themselves feel good (spa services, vacations, etc.)

In chapter 2, you identified WHAT your "stuff" was, in chapter 3, you identified WHO might be targets for your "stuff", and now you have to determine WHY people should buy your "stuff" from you.

Now, we are going to go into greater detail about why your customers might buy your "stuff" from you. Let's take a moment to process this. For individuals, consider the following:

Here's an example of plumbing services targeted to individuals:

- Basic Need: I'm building a house, and I need a sink.
- Problem: I have a stopped-up sink!
- Feel Good: I'm remodeling, and I want a high-end sink installed because then my house will be beautiful.

Here's the important part: the same plumber might do all three jobs, but what's your target? Where do you focus?

It's for you to decide, but remember, we're talking about three different target markets, and each target market is handled differently, each one thinks differently, and each one will make money for you differently.

You need to be able to choose which one fits you best, and why you're better than your competitor. You must be able to explain pricing, payment terms and major differences from your competitors.

This is easier to do if you've already written down a detailed description of the benefits of your stuff. (See, I told you that writing it down was important!)

Here's an example of spa services targeted to individuals:

- Basic Need: I need a haircut.
- Problem: I colored my hair wrong!

- Feel Good: I want a new hairdo!

Here's the important part: although the same spa can provide all the services, what's the primary target?

Do you see where I'm going with this? Both industries mentioned fill different needs for their customers, but each product or service is marketed differently to different people.

Know your brand inside and out, and make sure that your image and message is communicated to every person in your business. This is going to help you stay on target when you're communicating with your customers.

When you change your thinking and begin to speak in terms of what your customers need and what they want to hear, you will be more successful at generating business.

### **Now let's talk about businesses.**

Businesses only buy for three reasons (three different reasons):

- To increase revenue (you've got a product or service that will help them increase sales)
- To maintain the "status quo" (they always buy these supplies, they're just buying them from you)
- To reduce expenses (you're offering something they regularly buy but at a cheaper price)

For a business, the following scenarios might be true:

### **Here's an example of printing services targeted to a business:**

- Increased Revenue: A business wants to expand its product line by offering printing in addition to its graphic services, and an outside vendor offers third party printing that meets the business' needs, as well as the business' customer's needs.
- Status Quo: A business has always purchased printing from vendor "X", but you can prove that you provide better customer service on the same printing at the same price.
- Reduced Cost: A business can print things in-house, but an outside printing company can prove it will save cost, both in materials and supplies, as well as manpower.

You and you alone must determine where you fit in the above scenarios. But don't worry, I'll show you how to figure it out.

When you determine WHO your customer is, then you will know exactly who you're talking to, and what their challenges and problems are.

When you know WHAT your customer's challenges and problems are, you can then craft a message that resonates with them.

When you know HOW your customer thinks, you will use language and images they respond to and identify with, which will let them know that you really understand them.

Complicated? A little... but it's not impossible. Part of discovering your target market is knowing not only what you're selling and who you want to sell it to, but also why is your target market going to buy it.

Based on what you've read so far, WHO do you think your customer is?

WHAT do you think your customers' challenges and/or problems are?

How does your customers think? What language will they understand? What images will they identify with?

### **When and Where do People Buy Your Stuff?**

It's also critical to know when people buy stuff. Some things are seasonal, such as landscaping, air conditioning or equipment rental. Part of determining who your target customer is will involve analyzing when they buy, and how often. If you don't plan for the "off" season, then you plan to fail. It's that simple.

Is your product or service seasonal? If so, list the times of the year that are the most productive for you:

How do you "make ends meet" in the time in between your seasonal sales?

What do you do in the "off" season to keep your name in front of your customers?

The "where" of people buying your stuff is called geographic segmentation. There are many ways to geographically break down your target market, but I want you to think about the four most common geographic segments:

- National
- Regional (or by State)
- City
- Neighborhood

Some things are obvious: if you're cleaning carpets, you're probably a locally-focused company. If you're selling gift baskets, you might be a regional or even nationally focused company. If you're selling hand-made soap, there's no limit to where you can focus your sales, thanks to the Internet.

NOTE: I'm not going to touch the concept of Internet sales in this workbook. That's an entirely different beast, of which I have little or no expertise. I can't lead you astray if I don't even try to go there.

What works best for you? You might now have some ideas in your head, but until you do the activities in this workbook, there's no way you can accurately answer that question.

**Let's keep moving forward and work to determine who your target market really is.**

## Chapter 5: Conducting Target Market Research

For years now I've conducted classes that have drilled down into the topic of target market research. One of the points I emphasize again and again is that you cannot depend on your own judgment to determine what your customers or community needs. You have to listen, observe, research and analyze your data.

- Listen to what others are saying about similar industries, similar companies, and what your customers say about you – even the customers that are complaining!
- Observe trends not only in your industry, but in the life and times of your target market.
- Research in the form of interviews, surveys, data analysis and even driving through neighborhoods! This step is vitally important to the entrepreneur and small business owner.
- Analysis is all too often something that often is done “on the fly” for a small entrepreneur, but it's critical nonetheless. You have to THINK about what you discover about your target market, and consider what it means for you and your customer.

You may think you know what your customer needs because you're in love with your stuff. But you can't forget the “So What” rule from earlier chapters.

Taking the time up front to do your research will pay off in greater rewards down the road because you will be communicating much more effectively. And who knows? You might discover new and exciting opportunities based on your findings.

### **Here is a practical idea on how to do research on your target market:**

Do an environmental survey – if you are focusing on a local area, literally drive around the neighborhoods in that area.

- Who else has a business like yours?
- Do you see enough evidence that the community can support your business?

### **Here's an example of how an environmental survey can help you target your market:**

Let's say you are starting a commercial landscaping company. So you drive around your city, and you see that there are not many commercial properties that have landscaping.

Your task at this point is to decide if there's enough business to support your idea. If not in your immediate community, then you need to determine what other areas to reach out to, learn about and become familiar with in order to have a successful business.

## **Now that you've read this chapter, what are some ways you can do market research for your company?**

Having a thorough analysis of your competition also helps you “fine tune” your marketing plan. You need to consider: what are other similar companies doing for promotions and advertising?

Once you've determined what your competitor is doing, choosing something slightly different can set you apart, or you may want to do something similar to what is working well for them, but with a unique twist.

Additionally, in your competitive analysis, it's important to consider your competition's prices, sales tactics and community involvement.

Then consider what you do (or can do) better. This information will help you leverage your stuff more effectively with the target markets to whom you want to communicate. You also need to consider what they do better than you, and recognize that you can't be “all things to all people.”

Do a customer survey – talk with as many people as you can about the new business you are trying to open (or about your current business, if you're already open). The next chapter goes into greater detail on how to effectively gather information this way.

List a few things here that make your business unique. And don't say “We have great customer service.” Think of something UNIQUE, such as: “We give a free backrub with every haircut.”

Here's an example of how conducting a survey of your current customers can be a powerful tool. A student of mine owns an assisted services company that helps seniors maintain their independence.

I asked her to pick the “biggest and best” of her top 30 customers and then survey them. When she surveyed these customers, she found that her best customer was a 72-year-old male whose daughter made or influenced the buying decision.

With that information, she was able to check the most recent census data, and found the areas where this age group mostly lived, and targeted specifically designed mailings to these neighborhoods. Her business grew because she was focusing in on the “low-hanging fruit”.

### **Smart Steps:**

Don't re-invent the wheel. Spend some time online with a few key word searches and you'll find a variety of tools to assist you in harnessing data. Make a list here of some keywords you can use in your searches.

If you aren't good at analyzing data, find someone who is! And I'm not talking about a standard number cruncher. You're going to want to find a successful professional in one of your networking circles that really gets “the big picture” and can help you hone in on the important information you've collected for the greatest benefit.

## Chapter 6: Surveying Your Customers



Surveying your customers is an easy way to discover how to find more customers like the ones you have, OR how to move up to the next level with your customer base.

It also gives you insight into your prospective customers' needs, buying preferences and spending habits, which in turn tells you if they are a good customer base for your company.

What if you don't have customers because you're getting ready to start a business? We'll deal with that in a later chapter.

When you survey your customers, remember three things:

- Keep it short - don't ask more than 10 - 15 questions.
- Keep it simple - Avoid complicated questions.
- Give them something for their time, even if it's something as small as a coupon or discount on the next purchase they make from your company.

### What to Ask On Your Survey

For any customer, you cannot create an accurate, three-dimensional profile without considering demographic, geographic and psychographic factors. It is an all-too common error for most businesses and entrepreneurs to develop business plans and strategies off of the first two.

But that's two-dimensional, and only using two dimensions means flat. A flat picture means flat business. In order to reach your target market successfully, you have to combine the demographic and geographic information of your customers with their psychological information.

**It's simply foolish not to take into consideration the importance of the psychological features of your customers.**

If you are a company selling to individuals, you need to gather the following information (if you don't already have it) on your survey. I've explained next to each item why that piece of information can be an important consideration in your marketing plan.

Demographic – D Geographic – G Psychographic – P

G) Location: Where do they live? Where do they work? How do they commute? What's the average value of a home in their community?

D) Age: There's a huge difference in income and marketing techniques between a 25 year old and a 55 year old!

D) Gender: You certainly don't want to have flowers and bows on a brochure that will be read primarily by men; conversely, you don't want to have a manly appearance on something targeting women.

P) Occupation: What if you find out that two-thirds of your customers are attorneys or are in the accounting industry? What if 75 percent of your customers are blue-collar? You need to gear your communication to their frame of reference and perceptions.

P) Education: You will market differently if most of your target market has Master's degrees, than if most of your target market has a high school education.

D) Marital Status: When marketing to married people, you don't want to overlook the benefits to the family, or appeal to the "gift" idea of your product. Never forget the value of a Mother's Day, Father's Day, Christmas Day, wedding or birthday present.

D) Income: It's critical to find out how much discretionary income your target market has. If you're trying to sell a \$1,000 product to someone with a \$35,000 annual income, you might need to re-think your plan; on the other hand, if you're trying to sell a \$5 product to someone who makes \$250,000 year, you might not be charging enough.

P) Ethnicity: Here's a delicate question that can have a big payoff. I had a customer – a salon – who asked this question, and they identified that almost 25 percent of their customers were African-American, and they had practically no products geared for the hair needs of that particular group! It was frustrating for their clients, but their business picked up dramatically when they corrected their error.

P) Hobbies: This might seem like a useless question, but think about it: if you find out that 8 out of 10 of your customers like to read, maybe you should have a newsletter. But what if 80 percent of your customers don't check the "like to read" box and you have a newsletter – what a waste! If you're a Bed



and Breakfast, and you find that 75 percent of your guests like to watch movies, perhaps you need the latest movies in stock?

Additionally, if you underestimate the importance of asking your customers what their hobbies are, you might miss an opportunity to see avenues of marketing that you would otherwise miss - publications, events or places where you can communicate with them.

P) What? You have to ask them which of your products or services they use and what product or service they wish you had. Why? You might think that the 5:30 am high-powered yoga class is awesome, but you can't figure out why you only have three participants. Or you might find out that your customers would like a 5:30 am class, and they've been going to your competitor to take it!

P) Benefit: This is the "Why do you buy my stuff?" question. Ask your customers what makes you so special to them. You might think they value the LOOK of a clean carpet, but what if 75% of your customers like the HEALTH aspect, or the help with combating allergies?

P) How Often: Do you only sell your product seasonally, or is it considered a major (therefore seldom) purchase? If you're selling a high-end item, such as a vehicle, boat, remodeling service, etc., you have a high likelihood of selling once every few YEARS to one customer, which means you have to find more customers than someone who sells a lower priced item more often (carpet cleaning, house cleaning, boat storage, etc.)

P) Loyalty: This might seem like a strange question, but think about it: Why are they using YOU? Are you convenient (you're on their way to or from work), Are you the least expensive? Do you give the best customer service, etc.

In a research study by Rice University Professor Dr. Paul Dholakia and Dr. Vicki Morwitz, published in Harvard Business Review, the study concluded that the simple fact of asking customers how a company was performing proved to be a great customer retention strategy.

In this study, conducted over the course of a year, one set of customers were sent out a satisfaction and opinion survey and the other set was not surveyed.

After a year, twice the number of people continued and renewed their loyalty towards the company in the group that took the survey.

This is critical to understand. Your customers change, and if you don't change with them, they will find someone who "gets it". In this competitive marketplace, your customers HAVE to know you care about them, their needs, their ideas and their best interests.

Regular surveys are also powerful ways to ask your customers what they think about new products or services you are thinking about introducing.

Something YOU think is fabulous might only be marginally attractive to your customers. Don't just think you know what your customers want, ask them what they want. You can't depend on your judgment.

**If you can't tell me why your customer buys your stuff, how are you going to tell your prospective customer why they should buy your stuff?**

You have to be able to keep reminding customers and prospective customers why they like (or will like) you. You'd be shocked at the information you can find out with just a little research.

Remember, an important part of your marketing and communications is convincing your customer that you can meet a need that isn't currently being met, or that you can do it better.

*Ok, You've completed your survey, now what?*

First of all – acknowledge that you're never going to know everything you need to know from one survey. That means you're going to need to conduct your surveys regularly to build on your baseline information.

- Making and distributing your survey is one thing,
- Compiling the information is another, but
- USING the information from your survey is what will make you money.

You need to put the information together in such a way that you create a profile of your “perfect” customer.

**Use the space below to make notes on anything you learned during the survey process:**

**Here's a sample of how you will compile the information you gathered from your survey:**

My Company:

Company Name:

Primary Product:

My Customer:

Age:

Gender:

Average Household Income:

Most of my customers are located in this zip code/county/city/state:

Buys my stuff because:

Buys my stuff how often:

**Here's an example of the profile that is made using this information:**

Company ABC, a gift basket company, targets busy executive women between the ages of 35 and 55, with an average annual household income over \$250,000, who value personal relationships and purchase gift baskets at least once a month for professional and personal expressions.

**Now, use the information from your survey that you entered on the previous page to make a profile of YOUR perfect customer.**

See? In one short paragraph, you have defined your business, identified your primary product and identified your target market.



Now that you've made your profile, you can use it as a basis for everything you do as you move forward.

The first thing that you need to do with this information is make sure that everyone who works with and for you knows who your target market is. It's such a colossal mistake to neglect to communicate this information to the key people you interact with and who represent your company. How do you do this?

- Help your employees by providing them training about the wants and needs of your perfect customer. Educate your employees on the standards and values that your company is promoting, and the values around which your company operates.
- Help your salespeople save time (and YOUR money) by directing them to find the customers who have the highest likelihood of buying your stuff, based on the profile you have created. Don't let your salespeople "shotgun" for customers, help your sales staff avoid wasting time and money with ineffective sales techniques.

The next thing is to be sure that before you pay out one dime for any type of marketing or advertising, you measure it against what you have discovered through this process. If it doesn't measure up, then it needs to be eliminated.

Don't let a smooth-talking newspaper, magazine or "coupon clipper" company talk you into buying an ad when they don't even reach your target market! It's YOUR job to know where your customers are, or you will waste money you don't have.

### **Smart Steps:**

Take the survey yourself and see how much time it takes to complete. Be aware of how much time you're asking people to give freely to you.

Give your customer 90 days to respond, sending out at least one reminder during this time period.

Using the information you've discovered in this process, what changes do you need to make? Are there networking groups that aren't connecting you with your target market? Are there advertising campaigns that can be dropped or changed?

## Chapter 7: How to Find the Perfect Customer

Identify what you are selling – chapter 2

Determine what type of customer you are targeting – chapter 3

Discover why your customer buys your stuff – chapter 4

Establish target market characteristics – chapter 5 and 6

Check your customers against the 9 criteria – below

### 9 Criteria for Finding Great Customers

#### **1. Make sure that your customer actually has a problem, need or desire you can fulfill.**

Many times, small business owners think that what they have to sell is the best thing on the planet – but it makes no difference in the life of their customers. Don't ask your best friend or family if they think your service is valuable – of course they are going to tell you yes!

Ask someone you trust – someone who will tell you the truth about what you have to sell – does it really solve a problem, fulfill a need, or satisfy a desire?

#### **2. Make sure that your customer actually wants to resolve the problem, fulfill the need or satisfy the desire, AND has a history of paying to have the problem, need or desire addressed.**

Just because your solution solves a problem, doesn't mean there are folks out there who are willing to pay to have their problem fixed. You have to ensure that folks really CARE enough about their problem to take action to fix it. And for you, that action means paying money to buy your product or service.

#### **3. Make sure you can easily find your target market either through associations, publications or in your community.**

If you have to spend an inordinate amount of time simply finding your target market, you'd better make some great money from them to justify the time.

#### **4. Make sure your target market actually has money to spend and is willing to spend it on your stuff.**

Who cares if you've got a great product or service, if your target market isn't willing to spend any money on your product or service?

#### **5. Make sure there is enough of your target market to sustain your business.**

If you decide to sell something that only a limited number of people are going to buy, you had better

ensure that you have enough people available to you (either locally or via the Internet) to sustain a business.

**6. Make sure you actually LIKE doing business with your target market.**

I find it stupefying that business professionals who don't like certain types of people choose an industry where they have to work with them. If you don't like older people, it's possible that home health care isn't for you. If you don't like younger people, maybe high-tech sales won't be your cup of tea.

**7. Take a moment to make sure that you actually have a passion for your stuff and your target market. If you don't, it will show and your business will suffer for it.**

I can't tell you how ridiculous it is for you to go into business selling something you really don't care about. Make sure that you really have a desire to give the customer what they need, and you truly believe your product or service fulfills that need.

**8. Make sure you've got valuable expertise and experience to offer your target market.**

This is probably the one area that doesn't hold true 100% of the time; but it IS important that your average customer doesn't know more about your product or service than you do. Make time to educate yourself (and your staff!) to ensure that you have the knowledge and experience you need to be valuable to your customers and prospects.

**9. Do a final self-check and make sure that working with this target market fits into your ultimate lifestyle package.**

I'm not kidding! I've worked with people who don't consider the ramifications of the work they are undertaking. For example: If you don't want to give up your nights and weekends, you shouldn't consider being an event planner or an insurance salesperson. If you don't like to travel, watch out for jobs in which travel would be required.

**Using the information you've discovered so far, what changes do you need to make? Are you heading in the right direction? Do you truly love the work that you do? Are the hours right for the lifestyle you want to achieve? Now is the time to take a hard look at your focus and direction.**

## Chapter 8: Starting from Scratch

For those of you who bought this workbook and will be starting your business from scratch, you may not realize this, but you have the luxury of deciding who you want your target market to be (within certain boundaries, of course!)

For you, reading this workbook needs to be a little different. You won't have any customers to do a survey with; so you need to be more thoughtful about what you want your business to be. Imagine what your perfect customer would be. Does this type of person exist? Are you able to reach, relate, and actually sell to this person? Does this person CARE about what you have to sell, and do they have the money to pay for your product or service?

A story that comes to mind is a young lady who came to my class to learn how to grow her new business. She had gone to the trouble of getting her insurance license, and was in the process of finding an office. She came to my class to get information on how to proceed as she grew her business. We went through the nine (9) criteria for identifying her perfect customer mentioned in the previous chapter, and she realized that based on her ideal lifestyle, insurance wasn't for her. She hadn't thought about having to work "off" hours in order to visit with both decision makers in the home as she worked to sell life, auto and home insurance. She hadn't considered the details of her "perfect job." Ultimately, she went on to work under another agent while she learned the ropes and developed her clientele.

Another story that comes to mind is another woman who was opening a new business who came to class knowing who she wanted her perfect customer to be. Based on her ideas, research, and study of her ideal target market, she was able to make changes to her business plan that made it possible for her to find and reach her ideal customer. It's not easy; but it's possible.

This workbook gives you the tools, but you have to break a sweat to find the answers. Questions? Email me at [TargetMarketing@SarahZink.com](mailto:TargetMarketing@SarahZink.com).

## Chapter 9: Low-Cost Marketing Ideas

Congratulations on finishing the book, identifying your target market and defining your marketing goals! If you haven't done that and are sneaking a peek, STOP IT! Cheating the process of finding your target market is like cheating a diet, the only person it's going to hurt is you. You need to earn the right to be here by paying your dues and reading chapters one - eight. So - enjoy if you've earned it, and go to Chapter One if you haven't.

Let's face it, small businesses can hemorrhage money when it comes to poor advertising, marketing, direct mail, tradeshow and other publicity tactics. It usually happens when they don't take the time to stop and consider their target market's needs and desires. I can only repeat what I've said so far: NOBODY cares about your target market but YOU. It's your job to know who is going to buy your stuff.

In this "bonus" chapter, you're going to learn how to avoid those pitfalls, but first, I want you to commit to what I consider to be the top three marketing commandments:

### Three Commandments of Marketing

1. Marketing is not someone else's job; if you want to be a successful business, it's EVERYONE'S job.
2. Marketing is communicating with your customers and prospects, so every customer should hear from you in some form or fashion (other than invoicing) every 90 days.
3. Marketing is not something that is cut back in slow times: A McGraw-Hill Study of 600 companies showed that those that maintained or increased their marketing budget and/or efforts in slow times grew 275% in the next five years, those that cut their marketing only grew an average of 19%.

### Low-Cost Marketing Lesson One:

#### Understand the three (3) branches of business marketing

Small businesses and large businesses alike tend to lump communications specialties together. It's important for any company to clearly acknowledge the different roles that marketing, advertising and public relations play in promoting the growth of the company.

In the American marketplace, many people refer to these three areas collectively as "Marketing". I'm not here to split hairs in semantic arguments, so I'm going to identify the differences for you to understand them. Recognizing these differences can save you time, aggravation, and money.

#### Marketing – "What's The Plan?"

Marketing is the umbrella under which you do everything else.

#### Advertising – "What's Got Your Name On It?"



The clearest definition of advertising is “where you pay to place your name or message.” You own the space and can basically say anything you want, given the parameters of the medium.

This can be anything from a billboard to an ad in your local paper, to a TV or radio commercial, to a pen, or the magnetic sign that is on your vehicle.

Advertising is great for increasing top-of-mind awareness when you can combine exposure with frequency. It is also the “guaranteed” leg of the communications stool, because you control the presentation of your message.

**Make a list of all the PAID advertising you have right now. How does it line up with what you found out in chapters 1 - 7?**

Newspaper

Magazines

“Coupon clippers”

Charity sponsorships

Signage for your vehicles, building, etc.

Radio or TV commercials

Internet advertising

**Make a list of all the give-aways you have paid to put your name on: (pens, pencils, hats, etc). How do the items you’re giving away line up with the customers you identified through the profiling in this workbook?**

**Public Relations – “What do People Think About You?”**

At its core, PR is about influencing the opinions people have and the actions they take related to any organization or person. PR is probably the most misunderstood form of promoting your business. It’s NOT just sending press releases to the newspaper or local TV station.

I’m not going to spend one minute telling you how to get to know your local media, because a good friend of mine, Jeff Crilley, has written a great book called: “Free Publicity”, that will tell you everything you need to know. You can find it on his website: [www.JeffCrilley.com](http://www.JeffCrilley.com).

The effectiveness of your public relations program depends heavily on having a clearly defined target market to communicate with and establishing a relationship with that market.

I cannot stress enough how important it is for all three of these areas to incorporate the same look, feel, and key messages. You can’t keep re-inventing yourself, or nobody will “get” who you are. Find a message that resonates, and stick to it.

### **What's your company's message?**

For some start-ups and entrepreneurs it's hard to avoid buying the bright lime green paper that's on sale at Staples or using Microsoft® clip art logos, or copying a press release template. But you've got to stay true to yourself and your brand.

### **What's your company's look and feel?** (warm and fuzzy, bold and powerful, energetic, relaxed)

### **How do you conscientiously and consistently maintain the same look and feel in ALL of your publications, communications, print material, decorating, etc.?**

If you remain targeted, using the tactics and tools you choose to implement, you'll be less likely to fall into poor promotion habits and be able to maintain a much more professional image in all of your marketing efforts.

Remember, you may offer 100 different elements of your stuff, but your target market will only care about a few of those items. Be succinct and accurate in what you choose to communicate.

We are all overloaded with information in our daily lives, and are continually filtering through what we tune in to. Even your average newspaper reader doesn't read the paper from front to back. They're selecting the sections that are of interest to them, and sometimes read just the writers or columnists - and maybe the cartoonists, too!

Choosing the right tactic - whether it's marketing, advertising or public relations - should fit the type of message you are trying to communicate. Effective marketing should be a two-way street, with some type of call to action, interaction or feedback possible. Keep these things in mind as we move forward.

## **Low-Cost Marketing Lesson Two: Marketing Basics**

BE CONSISTENT! I can't tell you how much I grieve for those companies who keep "re-inventing" themselves, and never "get" why no one has a clear picture of who they are. Find a brand, and stick with it. Re-inventing yourself is something that should be taken seriously, and not happen every time to think of something new.

### **Taglines/Slogans:**

Brainstorm tagline ideas with your company's total brand in mind. Choose something that's reflective not only of your benefits and personality, but also of your primary point of differentiation. If you already have a good tagline or slogan, USE IT!

### **Effective Websites:**

Be honest with yourself about your skills and limitations. If you cannot design your own site, and you're good with content, that's fine. Invest in a good web designer who will work with you to put your content on a site that "pops".

### **I believe there are five (5) things every website should have:**

1. Welcome your visitors with a simple home page: For Pete's sake, don't make your first page heavy with too much stuff! You want to draw visitors into your site, and if your front page takes too long to load, or is overwhelming to the eyes (or ears), you will drive visitors away.
2. Share samples of your work: Whether it's a video of you speaking, or sample newsletters, or photos of work you've done, people who don't know you need a way to "connect" with you. Again - remember that too much is too much - don't overwhelm the visitor!
3. A way to contact you: Always give the customer a way to contact you - phone number, fax, mailing addresses, and email address. Nothing is more frustrating to a visitor to your website than to have an interest or a question, and no way to reach you.
4. Free information: You need to give away some free information, such as newsletters, white papers, or "how-to" articles. This establishes your credibility, and shows your interest in sharing information with the customer, rather than managing them by withholding information.
5. Endorsements or testimonials: Some people call these "case studies", but whatever you call it, people need to know that others are satisfied with your work! Testimonials are nothing more than someone's nice words about what you do; Case studies are stories of how you solved a customer's problem, fulfilled a need or satisfied a desire.

Remember to post new information to your website regularly, keeping in mind who is visiting your site. By regularly updating your content, you pull customers back to your site, and position your company as a useful resource.

#### **First Impressions:**

Consider where your customers are having their first encounters with your business. That means your store front, your website, you, your employees, and even your voicemail.

- Your facility: Is your store front clean and inviting? Is your signage and building exterior in good shape? Is there a designated smoking/break area in the BACK of your store to keep from offending customers?
- You and your employees: Do you have a dress code or uniform policy? Are you consistently attentive to the impression that you and your employees' speech, dress, mannerisms and business etiquette give to others?
- Your voicemail: A clear, friendly recording on your phone system or voicemail can significantly impact your impressions on customers. Rewrite your voicemail script, then re-record it or have someone who has a positive energy in their voice record it for you.

## **Low-Cost Marketing Lesson Three: Marketing to Customers**

### **Thank Your Customers:**

- Hand write a “Thank-You” note - handwritten notes are a lost art, and I’d encourage you to invest some of your time to write them. There’s a whole different message that comes with a handwritten note.
- Send an email card - in this age of technology, this is a simple act that carries some weight.
- Throw something extra into their next order - a free sample, an extra “widget” or some other small gift, etc.
- Enter names into a database and track how often you’ve communicated with them - recordkeeping in this area is critical.
- Make a phone call - sometimes a simple, inexpensive follow-up phone call can go a long way!



### **Track your customers:**

How many points of interaction do you have with your customers and how many ways can you affordably ask them to engage in communicating with you?

### **Newsletters:**

Based on your research, would your customer base appreciate a newsletter? Depending on your customer demographics, you should consider email or sending a hard copy of a newsletter. And remember, if writing isn't your strong suit, newsletters don't have to try and replace the daily news! Think about the profile you created in your target marketing. What information is going to be important to that customer? What is going to influence their opinion about you? Bulleted information on new products, services or profiles of key employees are simple ways to create valuable content.

## **Remember the Survey!**

Develop a list of survey questions and survey your customers every quarter. Ask them “How are we doing?” “What do you want and need?” Then evaluate the answers you’ve gotten. Communicate back with survey participants the new developments for your company based on their input. You have to remember that two-way communication is vital to your success.

## **Forums:**

Hold a customer forum to discuss new ideas for products, services or customer service initiatives.

## **Targeted Meetings:**

I encourage you to also consider quarterly breakfasts or lunches with customers that fit a profile of a customer base you’d like to grow.

**Write down some ideas of how you are going to “connect” with your customers.**

## **Low-Cost Marketing Lesson Four: Regular Marketing Habits**

### **Coupons:**

Make them useful and accessible. Be sure to take advantage of the “next purchase” opportunity. Don’t make a coupon for something you do regularly - make the coupons special: consider giving the first class free, or a free gift with their first purchase. Make referral coupons as well, and give them to your best customers. (Note: these referral coupons should have a higher value than your “regular” coupons.)

Believe it or not, there are actually restaurants out there that I’ve seen offer discount coupons at the counter in their various locations, with the intention that they are used at the time of purchase, which is essentially rewarding the customer just for showing up, and I’ve never understood that.

Make them come BACK to redeem the coupon. (Good on your next visit.) That way, you’re pulling them back in for another purchase.



Please stop and think before you offer a “free toaster with a new bank account”. Is that really what your target market wants or needs? Ideally, you want to consider something that complements your business, or something that is a collaboration with another business.

### **Frequent Buyer Programs:**

This is an incredibly powerful tool for building loyal customers; please don't be intimidated by the idea. You don't have to invest in an expensive automated system. Think coffee shop or “lunch bunch” punch cards. Or if you're in the industrial supply business, you can survey your quarterly purchases and reward any customer that has orders that collectively were over a certain amount.

### **Cross-Promotions:**

What are businesses or services that are complementary to your stuff? Movie tickets, bath & body products, wine shops? Consider working with these other industries to generate business for one another.

Collaboration is important, and make sure that anything you invest your time and energy in is a Win/Win for both parties. Consider this: a financial planner would collaborate with a mortgage broker; both are interested in the financial success of their clients; a realtor would collaborate with a housecleaning and/or carpet cleaning company. Think about who else is targeting the same customers you are.

Remember, you want any cross-promotion to have a call to action (what action do you want the customer to take?) Cross-promotions need to focus on driving business through your doors or to your website either through referrals or redemption offers.

**Write down some marketing activities that will benefit your customers and increase your business.**

## **Low-Cost Marketing Lesson Five: Marketing & PR Events**

### **Contests:**

Here's where you can have as much fun as your brand allows! “Name the Next Product”; “Guess the Number of “Somethings” in the Vehicle”, etc.

And don't forget to think about the contest beyond the customer experience. If it's fun and unique enough, you should be able to get some media coverage. So consider how you want to communicate to the public at large about what you're doing.

### **Events:**

Host an event, such as a networking meeting, reading group, etc. This is where your chamber memberships can be helpful. If you've decided that a chamber membership doesn't reach the demographics you identified in the beginning of this workbook, then consider other groups you can collaborate with.

In that case, look around for other groups that you may want to bring in your front doors. PTAs? Human Resource representatives? Car salesmen? Who's your target market, and how can you get them in your door?

### **Public Speaking:**

Remember, you don't have to sit in the audience. Come up with a topic that you can speak on relative to your product or service, but DO NOT make it a sales speech - nobody wants to hear it. Create something interesting and engaging and offer your services as a speaker at a mixer or luncheon. Be sure to make it relevant. Positioning yourself as a speaker lends credibility to your expertise in your field.



Regarding public speaking, I don't think I can emphasize enough how your speech

CANNOT be a sales speech! Here are some ideas that will send you in the right direction: a realtor could talk about "10 things every realtor wants you to know" (savvy home buying tips); a florist could do a basket-building demonstration (don't worry – once people see how much effort it takes to do it right, they'll be happy to pay you to do it!); a landscaper could talk about "5 things you never knew about your lawn" (sharing interesting trivia along with helpful ideas on lawn care).

### **Charity Events:**

- Always give to charities, and have an established policy of giving that you stick to.
- Give one specific gift certificate to anyone who asks, making sure to identify it so you know who redeems it.
- Upgrade if it's a charity that's near and dear to your heart.
- Remember – NEVER give away your "stuff"! Gift certificates cause the recipient to come to you, to look at your stuff, and to give you an opportunity to develop a relationship with them.

Gift certificates are also great for auctions and events because on average, only 10 percent of them are actually redeemed. This translates to more exposure for your small business with a lower cost to your bottom line.

However, let me caution you NOT to issue more gift certificates than you can afford to have claimed. That would just be bad business.

#### **New Customer Events:**

Attracting new customers can be difficult; incentive events and pricing draw in new customers. But be sure when you create a promotion for new customers that you aren't alienating long-standing customers.

#### **Exclusive Customer Events:**

Reward those customers who are loyal to you with something nice just for them. A business networking event, a local entertainer, something! Make sure that your invitation to this reward is sincere and personalized.

### **Low-Cost Marketing Lesson Six: Tactics to Avoid**

Low-cost marketing efforts are particularly effective when they're combined with strong target marketing.

The tactics listed below are desperate attempts at accidental sales and smack of desperation. Don't Do These Things!

- Mass coupons or direct mail to "occupant" addresses.
- Mass emails to people who have no way or reason to know you.
- Unsolicited flyers on car windows.
- Joining a Chamber or other networking group and not getting involved – what a waste of money and potential!
- Having no plan for communication or no plan for distribution of any marketing item or activity.
- Focusing inward – "I need..." "I want..." Remember, marketing is focused out by asking: "What does my customer need?" "What does my customer want?"
- Fail to track results! If you invest your time, your resources and your money into a promotional or communication tactic and don't build in some way to measure its effectiveness you have just wasted your time, your resources and your money.





**Make some notes about ideas that have come to you while reading this section, or things you want to remember to do or not do.**

## Chapter 10: Summary and Final Thoughts

Thank you for making time to read this workbook. It's an honor for me to be able to share my thoughts, experience and knowledge with you.

It's important that you understand that your business success is up to you.

There is not a line to your left of people who are looking out for what's best for you. You have to want to be successful enough that you take ownership of more than just the name of your business, or the building, or the employees – you take ownership of those things that are going to make you win.

Remember to review this workbook often, particularly when you find yourself wanting to be “all things to all people”.

Most every business failure of mine came from spreading myself too thin, or by not focusing on those core things that made me successful.

**If you've made it this far, then I want to ask you to do something for me.**

Share your thoughts and experiences from your work here with me. Send your messages to: [TargetMarketing@SarahZink.com](mailto:TargetMarketing@SarahZink.com). I'd like to hear from you!

Warm Regards,

A handwritten signature in black ink that reads "Sarah Zink". The signature is written in a cursive style with a large, looped "S" at the beginning. The text is contained within a thin black rectangular border.

Sarah Zink

## **Sarah Zink Signature Trainings**

The goal of my "Signature Series" is to deliver trainings that produce measurable results. I can provide training on-site, off-site, or at sea (meetings on cruise ships).

Once you find a topic (or topics) you are interested in, I am happy to visit with you to customize a program to meet the needs of you, your company and your employees.

If you want training in an area that is not represented here, please contact me to discuss the creation of a custom training program at no additional charge.

### **Professional Communication Skills**

- Verbal Presentation Skills
- Email, Voicemail, Phone and Cell Phone Skills and Etiquette
- Handling Difficult Communication Situations
- Conflict Management

### **Emerging Leadership**

- Calculated Risk Taking
- Leadership is More than Just Being in Charge
- Basic Business Etiquette
- Succeeding in Today's Business World
- Negotiation & Closing the Deal

### **Power and Women**

- Powerful Communication
- Powerful Negotiations
- Powerful Leadership
- The Myth of Work/Life Balance

### **Entrepreneur Skills**

- Finding Your Target Market
- Branding - It's More Than Just for Cows!

- Low-Cost, Creative Marketing Strategies
- Setting up a Referral Strategy
- Strategic Planning
- Trade Shows - Are They Right for Your Business?

### **Impression Management**

- Impression Management (includes attire, body language, tone of voice)
- Business Attire - "Dress as if you Mean Business!"
- Basic Business Etiquette (includes telephone, email & meeting etiquette)

### **Management and Leadership**

- Understanding Behavioral Styles in the Workplace
- Delegation - More than Just Telling People What to Do!
- Leadership is More than just Being in Charge!
- Workplace Politics
- Managing Change in the Workplace

### **Non-Profit and Faith-Based Topics** (NOTE: upon request, any topic can be customized to be faith-based)

- Annual Reports as a Marketing Tool
- Donor Development
- Media Relations
- Strategic Planning
- Time Management

### **Performance**

- Discovering Excellence
- Goal Setting
- Front Desk/Support Staff Skills
- Time Management

- The Art of Networking

## **Referrals**

- Common Myths About Referrals
- How to Ask for Referrals
- Five Effective Referral Strategies
- Creating a Referral Strategy That Works for You

## **Sales**

- What Makes a Salesperson Great?
- Finding and Reaching the Decision-Maker
- Handling Objections
- Closing the Deal

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When you stop believing that “anyone with a checkbook” is your customer, you will begin to realize a success in your business you never thought possible!”

– Sarah Zink

Sarah is committed to the success of small businesses and business professionals everywhere. Contact her for rates and availability for keynotes, seminars, conferences and corporate Trainings.

Look for her next book, “Power Chick Tactics”, coming Fall 2008!

[www.SarahZink.com](http://www.SarahZink.com)