

EXPLORE YOUR ENTHUSIASM

EPISODE 117: GET MORE BUYERS BY FOCUSING ON THE RIGHT PEOPLE.

This is the heart of effective marketing - speak directly to the person who is going to love (and want) what you sell. Remember, you're not trying to convince anyone, you're giving (compelling!) info to interested people.

But how do you figure out who that person is? Are you limiting yourself by just focusing in on one set of Right People? And how do you find out where they are?

In this episode we'll discuss

- ★ Why focusing on your Right People IS scary. (and why you need to do it anyway)
- ★ How to find the people + be where they are.
- ★ 4 questions to ask yourself

Want to focus on YOUR Right People? Apply what you learned in today's episode with a free worksheet. You can find it below.

Now, let's just be honest: Focusing on your Right People IS scary.

When you're starting out, and you have NO people, you think, "I want everyone! I want to appeal to everyone!" You can't imagine ever wanting anyone to walk away from your product.

But the simple fact is: There are people who won't like it. There are people who won't "get" it.

And that's ok.

That's perfect, in fact. Because you can't make something people gush over and long for, if you don't make something that is dislike-able by others.

The secret to not going completely crazy (well, one of them) when you put your very heart and soul into what you make, and then you put it in front of people, is to focus all your attention on the people who do (or will) love it.

- ★ Write your product descriptions for them.
- ★ Take photos for them.
- ★ Show up in the shops and the craft shows where they're at.
- ★ Love them with every new product, with every blog post, and ignore the others.

When you meet those who don't want it or get it (or even if you're imagining them!), remember: they're not for you. And that's ok! You've got (or soon will have) people who do love it, who do want it.

So instead of thinking of this as EXCLUDING people, think of it as instead shifting your focus onto the people who are going to love it and want it MOST.

It's not your job to figure out who's right and wrong - it's your job to help someone who loves it figure it out if it's for her.

To do this, you want to talk directly to what she cares about, her reasons for buying it.

So how do you reach them?

1. Identify the person who will love it and buy it (I call this your Right Person).
2. Figure out what she cares about and why she buys your product (in the beginning you're guessing; as you get more sales, you'll ask her directly).
3. Explain how awesome your thing is, in terms she understands.
4. Go where she already is and talk to her there.

The thing is, the first three are all about you doing the work, alone in your studio/office/kitchen, thinking and working and guessing. You can spend hours, days, months just thinking and guessing about your Right Person. You can even put some stuff in your shop with the descriptions and photos you think will speak to her. You can write blog posts aimed at her.

BUT THAT'S NOT ENOUGH. IT'S NOT ENOUGH TO STAY IN YOUR OWN WORLD AND HOPE THAT SHE FINDS YOU.

But I can hear you now, you want to know: HOW?!

It's entirely dependent on what you sell and who you sell it to.

You can show up where your person is in a zillion ways:

- ★ You can write a post on her favorite blog.

- ★ Your product can be featured in her favorite magazine, blog, or TV show.
- ★ Her friend will tell her about your work or forward your email.
- ★ You'll vend at the craft show she attends.
- ★ You'll comment on HER blog or be in the forums where she chats.
- ★ Someone she follows will retweet you, or share your FB post.
- ★ You'll write an article for her favorite magazine.
- ★ She'll search for a product, and you'll show up in the search results.
- ★ You'll meet on social media, in a Facebook group or Twitter chat.
- ★ She'll see your ad (on a blog, on Facebook, anywhere).

You see, not every option makes sense for every business (or buyer). If you try to do them all, you'll waste your time. If you try to do everything at once, you'll be distracted and ineffective. But if you pick the one that makes the most sense for your business and your Right Person? And you do it consistently, week after week? You are sure to find your buyer and connect with her. You'll learn so much about your person, where she is and what she wants from you. You'll also learn where she isn't and what you're wrong about.

I can't tell you exactly what will work for you.

But all of us can answer a few questions to get started:

- ★ Who is going to love and buy what I make? (You gotta know this first!)
- ★ When does she buy my thing?
- ★ What influences her decisions?
- ★ Where does she look for information? (What term does she search for?)

By answering these questions, you'll get an idea of what to try.

And then it's up to you to do it, to actually TRY something and keep trying it, with consistency.

We're going to walk through this entire process + get specific about what you actually DO in the class, [Craft Your Marketing](#).

If you want to answer these questions, you can find them in the following worksheet.

Wanna read more about what makes a buyer buy? Listen in: <https://taraswiger.com/makes-buyer-buy/>

WHERE IS MY RIGHT PERSON?

How do you reach your buyers?

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3. Explain how awesome your thing is, in terms she understands.
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Who is going to love and buy what I make?

Think of a specific person, if you know someone who already loves your Thing! If you don't know this, just think of the type of person who buys the type of thing that you sell!

When does she buy my thing?

Is she browsing the Internet at work when she's bored? Is she out on the weekend hitting the local boutique shops with her girlfriends? Is she frantically searching for answers to her questions during the middle-of-the-night?

What influences her decisions?

Who does she look to for advice on what to buy? Is she following the latest trends, her desire to be eco-friendly, or something else?

Where does she look for information?

What term does she search for? Is she asking people personally or searching online? Is she doing a random search or visiting specific sites?