**Align with your Audience**

If you are like most people starting out, you will believe that your message is for everyone. You have a burning ambition to help as many people as possible and you want to spread your meassage far and wide. However, this is a huge mistake. Even if it is true that your subject is for all, it’s impossible to market to everyone because of the cost!

Trust me on this one. When started out, I tried a quarter-page advert in a national newspaper with a readership of well over one million people. Guess how many people responded to the ad? That’s right- zero!

**So what to do instead?**

You are much better off defining your audience in a more narrow way so that it’s easier to reach them with a targeted marketing message that directly appeals to them and their hopes, dreams and desires.

When you are ale to define your potential audience better, you’ll be able to find places to get in front of them through various media at a much reduced price.

For expample, my subject area is brand identity and communications, but more specifically my target audience is conscious entrepreneus who want to put a message together and become profitable from sharing it. My target audience are people like you who want to improve the quality of their lives by improving the quality of their audience’s lives. My target audience is holistic minded entrepreneurs who want to develop their brand message and offer as a way of selling more products and services.

**Who do you have empathy for?**

Choosing an audience also means considering the kind of people you want to spend time with. If you are going to be a huge success, you are going to be communicating regulary with your audience through emails, videos, facebook posts, tweets, blogs, face-to-face and (potentially) live onstage performances. So guess what? You better like the people you serve, because you’re going to be spending time communicating and interacting with them.

Perhaps they are a group of people you have a unique empathy for? A special understanding of the kinds of problems, challenges and frustrations they face?

Maybe you went through similar situations tot he ones they face?

Personally, I love working with entrepreneurial people-people who think positive and want to build something that may even outlast themselves. I like possibility people who are prepared to take risks in the pursuit of their dream. I like people who refuse to settle for something less than they are capable of. I like outspoken people who are prepared to speak the thruth rather then just be nice. I like who hold themselves and ohters to a high standard.

Know your audience

There is an old truism: ’Know your audience’. But what does it really mean to know your audience? What specifically do we want to know and why?

Knowing your audience affords us the ability to position ourselves in their minds as their ’go to expert’ when they have a problem they need to solve. Remember, not everyone is ready to commit to a financial transaction the very first time they get to know about you. But at some point they will hit a pain threshold, when the desire for a solution becomes urgent and immediate. That is when they need to think of your and know wehre to find you.

At the very moment they go on a hunt for a solution. You must be positioned as their number one choice. At this point your marketing and positioning should have created a feeling of knowing, iking and trusting you as a source of hope and help.

Without realising it, you positioning has been creating a belief in the mind of your audience about you. Your marketing has been fostering a relationship of trust whith your audience. Now, because they need you, that trust is about to be tested by a financial transaction in their hour of need.

However without first getting to know your audience you will never create a bond or connection that encourages them to open up to you.

Problems = Opportunity

In simple terms there are just two things you need to know about your audience, although later you can delve deeper and discover more:

What problems does your audience need to solve specifically?

What results does your audience want to achieve?

Here are some questions for you to discover exactly what you need to know about your audience. To discover their problems, ask:

* My ideal customer is not good at
* My ideal customer is uncertain of
* My ideal customer not longer want to experience
* My ideal customer doesn’t want to feel
* My ideal customer believes
* My ideal customer has nightmares about

To discover what results your audience want to achieve, aks:

* My ideal customer needs to become a better at
* My ideal customer wants to be certian of
* My ideal customer wants to experience
* My ideal customer wants to feel
* My ideal customer needs to believe
* My ideal customer dreams of

The answer to these questions ar golden nuggest of information that will help you to formulate everything **you’ll create to reach and teach this audience. *You’ll have the base material for your start, your story, your solution and your sale.***