

Marketing to the Right Customer

Is this You?

I know my ideal customers, I don't know how to find them.

I'm just getting started, I have no idea who my target client is.

I'm struggling with knowing to say in my marketing to attract customers.

I feel like I'm wasting time on social media, I'm not getting results.



Who Am I?



Moniek James
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“

.....
The world needs what
you have to offer, it's
your job to create the
content that helps them
to recognize that they
want it.

”



**Your marketing works when
you're focused on the right
customer.**



How much do you know about Your Ideal Customer?

Who is your Person?



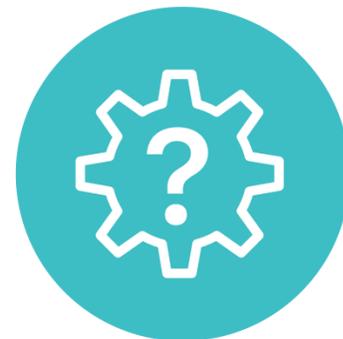
WHAT

Name, age range, gender, ethnicity, occupation, income, family status, hobbies



WHY

Fears, aspirations, core values, personality type, motivations



HOW

Method of receiving/processing information

Your Marketing:



Aimed at their **WHAT**



Shows your understanding of their **WHY**



Delivered in the form of their **HOW**

Client Avatar - Roland

Caucasian/Hispanic/African-American

48-55 years old

Married, 2 college-aged children, Spouse works full-time outside the home

Marketing Exec at his job, wants his passion to become his full-time gig

1. Launched affiliate software business 3 years ago, feels like he's hit a wall
2. Made the leap to becoming an entrepreneur after a bad argument with his boss at work.
3. Wants to run his successful business without sacrificing personal time
4. Looking for proven advice from people with experience running a business
5. Wants to leave his job but worried about being perceived as a "dreamer" by his friends
6. Wants to take his wife on a European vacation for the first time (his idea of success)
7. Just subscribed to Bruce Springsteen's podcast
8. Knows he needs order and structure in his business
9. Regularly reads Jack Welch books, recently discovered Grant Cardone audiobook
10. Was on a roll growing his business before the world stopped
11. Carries his business plan in a binder in his car...you never know when you'll meet a potential investor
12. Feels like he needs more support, not sure what he's missing
13. Frustrated that his marketing experience isn't helping in his business
14. Not sure if it's time to hire an assistant
15. Has a hard time asking for help

DEEPEST DESIRE

Wants to stop feeling like an employee in his own business, ready to be the CEO. Wants to be a successful entrepreneur and stick it to his friends (and his boss) for doubting him. Committed to being the best version of himself, not sure what that is yet

Do you know 15-20 pieces of info about your ideal customer?

**Let's make
it real for
your
brand....**

A hand-drawn yellow word "CUSTOMER" on a blackboard with a blue border. The word is written in a bold, slightly irregular, hand-painted style. The blackboard is set against a background of a person's torso in a light-colored shirt and a dark tie.

CUSTOMER

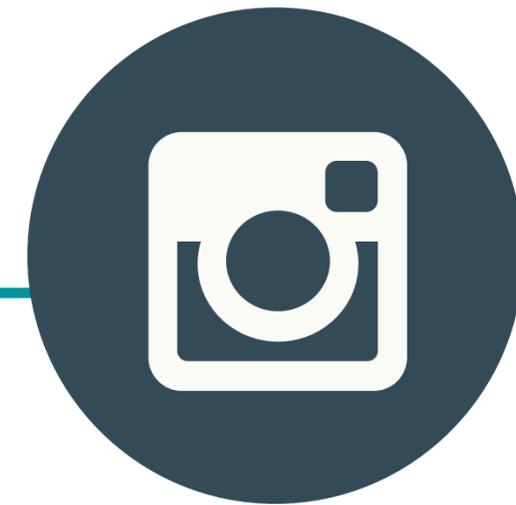
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