

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
Master Content Strategist
Renegade Creative Media Group

“
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 Intended 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

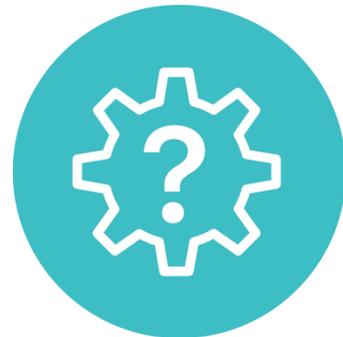
Your Marketing:



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

How much do you know about your intended customer?

Pay attention to feedback



drw_dionareeseewilliams 🙌🙌 Yep! [#facts](#) I literally had this conversation with a friend today. Her and I experienced a lot of personal growth and healing in the last year, and both of us are showing up with clear minds and hearts as entrepreneurs and professionals in our fields and have learned to say no, guilt-free! 😊



leatherleighgoods Ahh, thank you for sharing, I needed this pep talk 🙌💖



praxisacademic Thanks for posting this!



msellainspires This is coaching 🙌🙌



karinadvone Love this. Make it clear for us Ms. Mo !!!

**Now it's
your turn!**



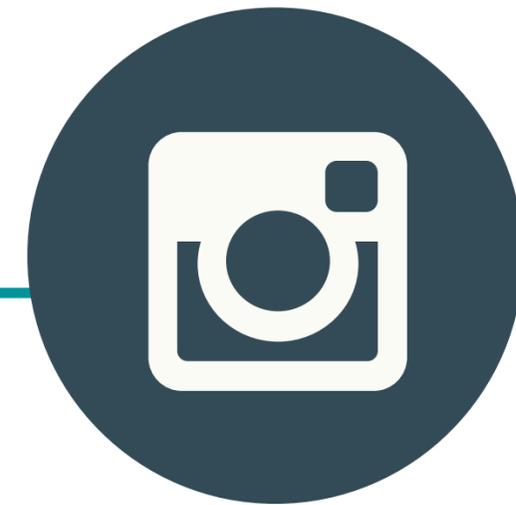
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moniekjames.com



Moniek James &
Renegade Creative
Media Group



Moniek James