



PROFIT YOURSELF HEALTHY INC.

Earn more, worry less

Your Prospective Customers

Now think about your prospective customers. Focus on a specific niche in your target market that's made up of your best customers to identify others like them who you haven't reached yet. The more you write, the clearer it will become. If you can say where your best customers came from, and have clearly defined who they are, the greater chance you have of getting more like them. But you have to be focused!

The road to failure is littered with the history of businesses that had great products but, for one reason or another, were unable to convey the value to their prospective customers. Sometimes, business owners think that advertising is an unneeded expense and skip it. As a result, they fail to reach their customers. Many times, businesses pour money down the drain because their advertising is useless. The quicksand of conventional wisdom suggests that you must advertise your business. Advertising sales reps make you think that, by advertising, you will automatically be guaranteed results. In some cases, these owners might be better off putting that money in their pocket giving it away to charity because they don't measure the results! The problem with most advertising (besides the fact that it doesn't work) is that it is not measured. In other words, we advertise our product or service and don't even determine if we got customers or sales as a result. We place an ad and we move on. With great advertising comes a great result. The secrets of great advertising include knowing your target market and figuring out the right message that will reach that target market.

Advertising to your prospects and customers!

Why should your customers buy from you instead of your competition?

What do you do that is special?

What is your unique selling proposition?



PROFIT YOURSELF HEALTHY INC.

Earn more, worry less

What exactly sets you apart from others in your marketplace?

Are you seen as the leader or the follower?

Why are your customers buying from you?

Is it price or is it your service?