

## In Session 3 Target your niche you will learn

- **Win before you start by Target your Niche**
- **How to Discover what motivates customers to pay you for your services**
- **How To Find Your Customers On Facebook**

### 2. Niches Are Needs

- What's motivating my customers?
- What are their fears, wants, aspirations, frustrations?
- Specifically, what unmet irrational need or aspiration is motivating them?

### 3. Niches Are Needs

- Your customers will pay to have you solve their problems
- Common problems are a Niche
- Problem: You hate marketing and wish customers would just come to you so you can focus on doing what you love and get paid well for it. The Niche: Most Entrepreneurs
- My marketing message may look like this:

**GET** | Likes  
Emails  
Customers

**MORE** | Time  
Money  
Freedom

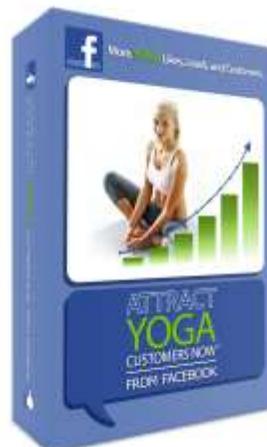
### 4. You Don't Choose Your Niche

- Instead, you look for your customer's emotional needs
- What solutions are they seeking that they are willing to pay for?
- Where do they have few perceived options?

### 5. The narrower your niche the easier it will be to meet your customers needs

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There are tons of people teaching facebook marketing but very few specifically to Yoga, Health, and Wellness Entrepreneurs. Fewer still teaching Facebook marketing to Yoga Entrepreneurs. This makes it easy to be #1 in your marketplace AND helps you develop products specifically to meet the needs of your customers.



## 6. People Are Most Motivated By Solving Problems

- People are twice as motivated to move away from pain that they are to seek pleasure
- Solutions are purchased more than what would prevent problems in the first place

## 7. People Are Most Motivated By Solving Problems

- On average people will pay more to lose weight they gained then to prevent gaining it in the first place

The image shows a Facebook advertisement for a weight loss product. The main headline is "How To Lose Weight Fast? 'Naturally & Safely'". Below this, there is a Q & A section with the text: "Q & A: 'What are the prices and how to order? Click the 'About' tab, directly to your left, below this banner.' 'Where to get more information, testimonials and videos and also order on-line, visit our website at: www.healthyweightlossinternational.com". To the right, there is a "No Risk" guarantee: "Absolutely 'No Risk' Via offers a 100% Money Back Satisfaction Guarantee within 30 days". The advertisement features images of a woman on a scale, a bowl of fruit, and several bottles of the product. At the bottom, there is a "Like" button, a "Follow" button, and a "Message" button. The text "69,794 likes · 19,507 talking about this" is visible below the main headline.

## 8. Ask Your Customers What They Really Want

- The best marketers know that they don't know for sure what their customers want until they ask
- One hour of research saves 10 - 100 hours of wastes time
- Commit to doing the research up front because it works!

## 9. Sell Solutions, Not Features

- Features – 6 DVDs in my new training package
- Advantage – Fastest way to lose weight
- Benefit – Increased energy
- Result – Lose 21 pounds in 21 days
- Relief – No longer feel unattractive
- Solutions – Empowered and confident

## 10. Look At What Successful Competitors Are Doing

- Use Google, Alexa.com, and Facebook to find out what other marketers in your niche are doing what is working
- Start with keyword search to see what people are searching for

## 11. Exercise: Target Your Customers On Facebook

- Is my prospective customer emotionally motivated by pain and urgency?
- Is my customer pro-actively looking for solutions?
- Does my prospective customer have few or no perceived options?

## Want more help?

As a member you get a 90% tuition discount to the Attract Customers Now Live Bootcamp in Carlsbad, Ca. To register click here: [www.attractcustomersnow.com/bootcamp](http://www.attractcustomersnow.com/bootcamp).

If you want to schedule a one on one appointment with me all you need to do is first take your 5-minute Customer Attract Assessment, then book your appointment. [Click here](#) now.