

Who Can You Help The Most?

In traditional branding, marketing, and sales there is something called a Customer Avatar.

In short, it is a detailed description of:

- What your ideal customer looks like
- What they do for a living, how old they are, etc
- What their big goals are
- What their big problems are
- Solutions they've tried before

The list goes on.

When it comes to audience building and personal branding — this is where it gets confusing for a lot of people.

Building a large audience is MUCH newer than traditional marketing and advertising.

In the past, you would do market research, create a customer avatar, and base your entire marketing strategy around that.

You would try to guess and iterate your marketing based on where they are at in their journey.

With an audience, you *control* where they are at in their journey with your content.

Your audience — if you have been following this course closely — is going to be comprised of people that are very similar to you.

By **treating yourself as your customer avatar and digging into your past experiences**, this becomes fairly easy.

However, you will do this most effectively when you have awareness of all of the tools at your disposal. Throughout this module I will be giving you all of the tools you need.

Remember: the entirety of this curriculum is for those pursuing The Experience Model.

That is, being able to talk about your interests, beliefs, thoughts, and opinions in a way that will attract an audience.

When it comes to products and services, they will revolve around solving your own problems, creating a system for yourself, iterating on that system, and then selling it to your audience.

Before any of that, we have to start thinking about who we can help the most and who we are attracting into our audience.

Use Cases For A Traditional Customer Avatar

In order to understand this better, we must understand the difference between inbound lead generation, outbound lead generation, product-first (direct response) marketing, and audience-first (general) marketing.

Inbound lead generation — When leads or prospects reach out to you based on your content, referrals from others (importance of networking!), and finding you through search engines like Google, podcasts, Medium, or YouTube. This can be enhanced with paid ads, retweets, or other social media promotions.

Outbound lead generation — When you create a customer avatar, craft a marketing strategy around them, and reach out to them directly via cold email, direct message, or in rare cases... sending them physical mail.

Product first marketing — This works well for very niche accounts. Their content and marketing are based around a product that they already have. Cold Email Wizard (on Twitter) executed this perfectly and built 5 software companies, an agency, digital products, and high-ticket consulting around cold email and client acquisition.

Audience first marketing — This is where you build an audience around a select interest, or many interests, and use your audience to validate product and service ideas.

There are pros and cons to each of these.

None of them are perfect.

None of them will make more money than another.

They all have incredible potential.

The reason I like *audience-first marketing* and *inbound lead generation* is that it allows you to “do what you love” and potentially make \$1M+ per year as a one-person business. Can you ask

for anything more than that?

There is some cross-over in all of these of course — like when we get into copywriting, we will be using direct-response marketing principles to structure our landing page.

Here is a traditional customer avatar framework.

Your job is to keep these questions in mind when writing content, interacting with your audience, and ideating your product. It is important to understand WHO composes your audience as it grows.

If you would like to pair this customer avatar framework with the next module and start doing outbound lead generation with my DM script, feel free.

Age:

Gender:

What is their marital status? (Divorced, married, single, etc.)

Do they have children?

Where do they live?

What is their favorite quote?

What do they do for a living?

What is their annual income?

Did they graduate college?

What are their lifelong goals?

What are their values?

What are they are struggling with right now?

What are their major pain points relating to the niche you chose?

Where do they get their information from?

- Books:
- Blogs/websites:
- Gurus:
- Social media:

What are some common objections/limiting beliefs to reaching their goals?

What does an average day look like for them?

Like your vision, this is useful to have awareness of, but placing too much focus on it is not worth the effort.

Understand that you should seek to understand your audience, their problems, and their desires... that's it.

Don't let this cause unnecessary mental struggle.

Treat This As A Mental Note

Keep these questions in mind and write things down about your audience in The Queue.

Where do you find what to write down? You should be fairly immersed in your domain. You are following people on socials, reading books, and consuming relevant content.

Take note of stories, questions, problems, traits, and demographics that you see as potential firepower in the future.

Who Can You Help The Most?

I've been keeping a running note in my phone for the past few months.

It's titled, "Who can I help the most?"

Why do I keep this note?

Because I've realized that it is near impossible to define your ideal customer right off the bat.

You have to go through a series of trial and error while heavily filtering the people you do not want to work with.

Originally, I thought I wanted to work with B2B freelancers and consultants because that's what I used to do. I was a web designer / funnel builder for local service businesses.

So that's what I taught when I first started on Twitter.

After some trial and error, I stopped targeting local businesses and started targeting those that I had direct access to: creators. (Creators follow and engage with other creators, so all I had to do was build an audience and write decent content on anything I was interested in to "get in" with that crowd).

All of this can be used as firepower for marketing your product.

The Best Way To Perform Market Research

Interact With Your Audience

You should already be doing this, but you may not be conscious of how it related to your product.

Reply to others, reply to those that engage with your content, and use those interactions as inspiration for your tweets. Then, gauge how well those tweets do. There is no set metric for this.

As you interact with others over the course of weeks / months, note down common questions that people ask and the problems associated with them.

When you have an audience over 2500 followers, you can test asking a question in the form of a tweet.

Get On 5-10 Calls For Free

Ask questions from the sales process (next module)

Getting on calls with people you can help is the best form of market research.

You can start doing this whenever you please with the Non-Needy Networking process OR the DM script that we will go over in the next module, there is no need to rush this.

Don't overthink this. Ask them to get on a call, talk to them like a normal human being, and see if you can help them in your area of expertise.

When we go over the sales process, you will have a more structured way of understanding their problems.

Research & Swipe

This part stresses the importance of being immersed in your Domain Of Mastery.

- Following your mentors and studying their content (the best pieces hit on the deepest problems).
- Reading your favorite books to understand the tone, problems, and writing that you resonate with (because that's what your ideal audience will resonate with).
- Writing content to validate ideas and see what resonates with your audience.
- **Bonus:** Studying the funnels of your mentors. Join their email lists, read their blog, watch all of their content, and study their product landing pages.

All of this happens with time. The longer you are immersed in your domain, you will become more and more aware of the big problems within that domain, products that are selling well, and how they sell their offers (don't imitate someone that you know isn't making the amount of money you want to make).

If you don't know what products, funnels, or landing pages to study from your mentors — you need more time and awareness in your domain.

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Minimum Viable Offer

Digital Economics

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