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Attract Your Dream Customer

Have you clearly defined your target audience? These are the prime buyers of your products or services. It is the people or organizations you are pursuing actively as customers. You don't need every customer in the world! You need the ones who are a good match for YOU. The more specific you are, the more effective your marketing campaign will be. But, let's take this concept one step further. You can develop specific strategies that will attract your DREAM customers. These are the people who are best suited to purchase your product or service. A dream customer is someone who:

- You want to work with and enjoy. For example, if you're wild about horses, why not specialize in the riding industry?
- Needs and values the product or services you provide.
- Is willing and able to pay what you need to charge.
- Views you as an important resource - an expert.
- Has problems and goals you care about.
- Is loyal to your business and not easily swayed by competitors.
- Is delighted to do business with you!

I can hear you asking: "Is it really possible to attract dream customers?" The answer is a resounding YES! The key is to absolutely know what sets you apart and to make a DIFFERENCE for your customers. In all of your marketing materials, be professional, creative, and consistent. And, always focus on the exciting benefits you offer to your customers. Don't fall into the trap of using boring feature-focused marketing phrases. Here are some examples of boring, feature-focused marketing:

- We provide excellent customer service.
- Our firm has been around for 25 years.
- We're a full-service company.
- The XYZ product is the best of its kind.

Why is this boring marketing? Because there is nothing unique or remarkable about these statements. They focus on features, not benefits. And, they are the exact same messages your competitor is using. Yes, these sentences may be true. However, they do nothing to set your business apart. These phrases are not going to magnetize your dream customer. Instead, you have to THINK like your customers. Meet their specific needs and solve their unique problems. In your marketing materials, tell them about the unique benefits your company provides. Make sure your business is memorable. If your customers can't remember you, they can't tell others about your services or products. Examples of benefit-based statements to attract your DREAM customers:

- Sales Trainer: "We will take the fear out of selling."
- Cosmetic Dentist: "A smile makeover can make you look years younger."
- Mortgage Company: "We'll find the right loan for you at the best price."

These statements work because they are focused on what a customer will get. They solve a problem. And, they show an understanding of people's challenges and plans for the future. If you want to be a magnet, ask your current customers what they like about you. Also, ask them what you can do better. Feedback is a great way to build your dream customer base. Remember, you only get one chance to make a first impression. So, be proactive in your marketing. What do your current marketing materials say about your company? Are they creative? Do they look professional? Is your branding consistent and based on a theme? If you answer "no" to any of these questions, your marketing may not be working to effectively pull in your dream customers. ACTION ITEM: Write down the characteristics of your DREAM customer and then write down the unique ways your business can meet their needs. This week, take one step toward making your company a customer magnet. Copyright © 2005, Wendy Gray Maynard, Kinesis