

4-3 - The Golden Rules: Identifying Your Target Audience And Be Specific In Your Advertising



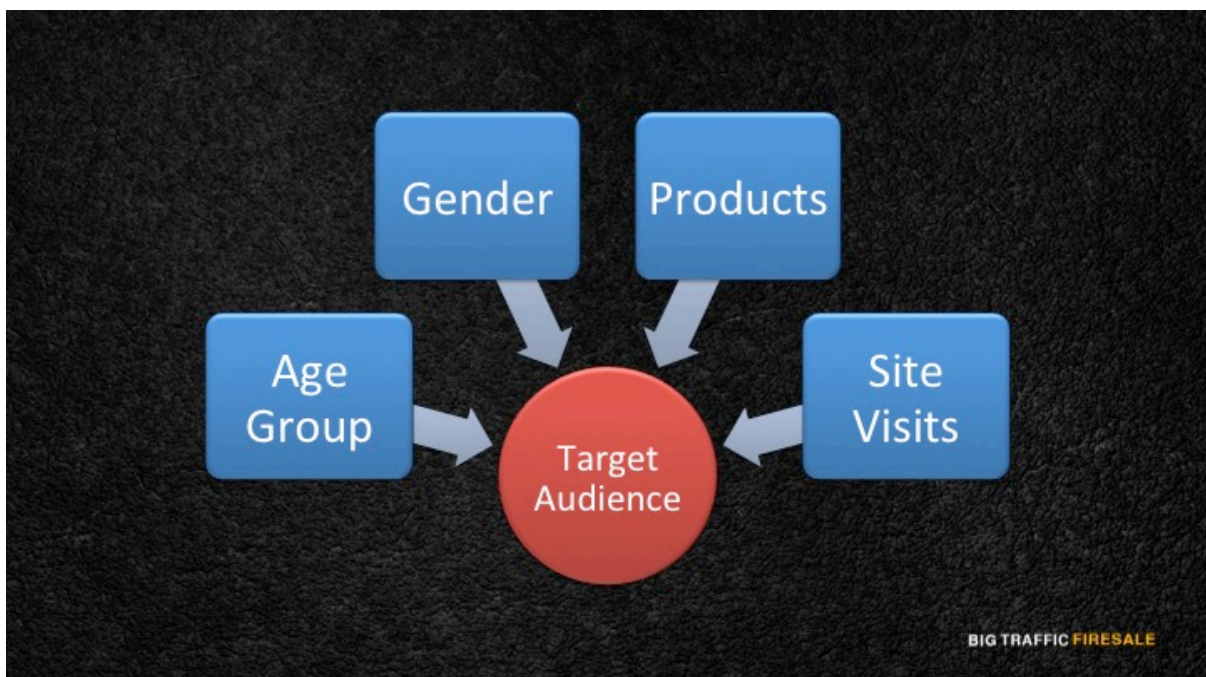
S1: Hi there and welcome back! In this module, we provide you with the golden rules to ensure your Solo Ads success! The two rules focused on in this chapter is to identify your target audience and secondly, to be specific in your advertising.

Identify Your Market

- ▶ When you intend to launch a product/service, you have your own target audience in mind.
- ▶ Without any consumers there is no reason for you to even think about the product in the first place.

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S2: When you intend to launch a product/service, you have your own target audience in mind. Without any consumers there is no reason for you to even think about the product in the first place. The same case applies in Solo Ads. You have to know which market to focus on, and whom you are serving.



S3: First golden rule. Identify your target audience and be familiar with their demographics. For instance if you are selling skincare products that specializes in getting rid of acne, the questions you want to ask yourself are:

- Which age group are you focusing on?
- Are you focusing on males, females or both?
- What type of products are they purchasing?
- What sites are they interested in and looking at?

Identifying Your Market

- ▶ Aid you in being more specific towards your advertisement goals.
- ▶ By identifying your market, you are also able to select the market where people congregate for a specific cause/interest.

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S4: It is important to identify these factors, as it will aid you in being more specific towards your advertisement goals. As a result, you are able to effectively generate the kind of traffic you want. By identifying your market, you are also able to select the market where people congregate for a specific cause/interest.

Continue To Go 2X Bigger

- ▶ After you have identified your target audience and you find a mailing list that works for you, remember to keep going 2 times bigger than your previous round.
- ▶ The strategy is to scale it small, and go bigger each time.
- ▶ This way, you do not waste your resources on gaining unwanted subscribers.
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S5: After you have identified your target audience and you find a mailing list that works for you, remember to keep going 2 times bigger than your previous round. For instance if you purchase 50 subscribers on a list and it works for you, continue with 100 subscribers for the next round. Continue to do the same each round until you have accumulated your ideal list for your advertisements. But always remember to not drastically go for a huge Solo Ad if you are relatively new to the scene. The strategy is to scale it small, and go bigger each time. This way, you do not waste your resources on gaining unwanted subscribers.

Be Specific

- ▶ First and foremost, be clear of your purpose/goals of the email.
- ▶ Do not confuse the readers by making them wonder what your offer is.
- ▶ Clarity is key, cut to the chase.

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S6: Now, the second golden rule is to be specific in your advertising. A lot of rookie Solo Ads users happen to be vague in what they are selling, thus, confusing the audience.

First and foremost, be clear of your purpose/goals of the email. Do not confuse the readers by making them wonder what your offer is. Clarity is key, cut to the chase.

Stay True

- ▶ Stay true to why the audience opted into your list for.
- ▶ For instance when your Solo Ads directs them to your squeeze page, make sure that they get what they came for.

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S7: Another important pointer to note is to stay true to why the audience opted into your list for. For instance when your Solo Ads directs them to your squeeze page, make sure that they get what they came for. If your squeeze page is giving additional information on your skincare product, don't send them an ad on slimming pills. Yes, it happens.

When you fail to deliver relevant information to your audience it can go two ways; they will either hit the unsubscribe button or worse, report you as spam. It is important to not only generate and drive traffic to your page, but to sustain and build-up your lists as well!