

## Welcome to the **Simon Jordan Consultancy guide to marketing.**

Are you getting enough paying clientele through the door or are you thinking to yourself, 'where are they?' and 'who the heck are my clients?'

During my time with clients I go through some simple processes. One of these is 'Who are they aiming at?'

In this marketing tip I would like to share that knowledge and process with you.

If you don't have a target to aim at then think how much money is being wasted and even worse your time.

If you are saying that anyone is a potential client then how can you create a marketing message that hits the right spot?

Most people go for the 'spray and pray method' which is not cost effective and again time consuming.

Here are some of the simple steps you need to consider.

### **Point 1.**

Get clear on WHO you are targeting.  
Know the type of individual you are selling too.

If you don't know who you're talking to, how can you choose the right words.  
The more precise you can be, the more effective you can be.

Take some time and think about this..

- Who is your ideal client?
  
- Who makes up most of your clientele at present?
  
- Who gives you the most £ or has the most £ to spend?
  
- Who is your target market?  
Male or Female  
Age range  
Profession or type of business  
Geographical location  
Income or revenues  
Single/Married, kids, pets, hobbies
  
- What else?

If you really spend sometime thinking about who you would like as a client and answering the above questions, then you have a far better chance of pulling them in.

I see so many people rushing around spending money on marketing and hoping for the best, without any real plan.

**Could you do with some help that would reduce your outgoings and bring in more clients?**

**Look out for the next tip which is **Point 2. Understand what your client's really want****  
**In this email I will be covering the essence of marketing (if there is one thing you need to know it is this)**

Remember you can always earn more money but you can never earn more time. So speaking to a professional marketer who won't waste anytime in getting straight to the point and will find out your best marketing plan and most cost effective way to increase sales.

Simon Jordan from The Simon Jordan Consultancy  
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Call 01892 785 554 for an appointment and see how you can grow your business even in difficult times.