Website Success

WebsiteSuccessGuy.com

Discovering Your Dream Clients

How Knowing Your Target Personas
Attracts Clients and Improves
Website Conversions

Checklist, Questionnaire & Implementation Guide

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Discovering Your Dream Clients*: How Knowing Your Target Persona*
Improves your Website Conversions
Checklist, Questionnaire & Implementation Guide

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The Key to Website Success

An Offer That Converts + Getting Traffic To That Offer = More $$$

Creating the best offers depends on what your target audiences want or need and convincing them that yours is the ONLY solution.

Getting qualified prospects to those offers depends on how they search for information, how you engage them or where you advertise to them.

The common denominator is knowing as much about your prospects as possible!

Who are they, exactly?
What do they want?
How much do they know?
What emotions do they have?
Where do they seek solutions?
How do you separate the prospects from the suspects?
What objections do they have?
Why will they decide on one solution or another?
When will they buy?

How do you get them to Know, Like & Trust you?

Knowing the answers to those questions helps you tweak your offers for higher conversions and gives you insights on more profitable ways to put your offers in front of the best prospects.

If the goal of your website is to sell your products or services, then creating *Target Personas*, sometimes referred to as *Client Avatars*, is the key to bigger profits and less work.

- It will save hours of trial & error!
- It will improve your results quicker!
- It will give you more time for the things you need to do or want to do!

==Your website is only a success if it achieves the goals of your website==; usually to sell something, but it could be anything; whether its focus is local or global; whether it's a personal blog, affiliate site, corporate site or supports a non-profit organization.

The goal might be to inform or educate, build an email list, attract volunteers, operate more efficiently or identify and build a targeted audience for another purpose, organization or website.

In most cases, the goal of the website/blog to **sell products and services.**

<div align="center">

The Keys to *Website Success* are
creating offers that convert and driving a qualified audience to those offers.

</div>

The better the offer, the **more you sell**. The better or bigger the traffic, the **more you sell**.

> **You don't need to be super-intelligent, mega-motivated or even hyper-driven to create your own successful website...**

BUT YOU DO NEED A PLAN TO FOLLOW!

A key element of your plan is a comprehensive understanding your target market and audience.

> **Understanding Your Target Personas is Key to Offers & Traffic That Converts!**

The wrong offer to the right traffic, the **less you sell**. The right offer to the wrong traffic, **the less you sell**.

==To survive and thrive you need a complete understanding your prospects==; your "*Target Personas.*"

That is the primary key to Website Success.

How well you create your offers and traffic will <u>determine how profitable you are</u>.

Better offers and traffic will reduce how hard you need to work, <u>giving you more time to do what you want</u>.

Complete understanding of your prospective clients is critical to creating offers that convert and attracting prospects who will buy those offers.

What is a Target Persona?

A Target Persona (AKA Client Avatar) is a description of the best types of prospects you'd like to attract to your business, including any information that can be used in attracting them and converting them to buyers.

There are hundreds of considerations, depending on the size of the business or industry, that can be used to find, engage, motivate, educate and convert to clients.

It focuses on the high-value customers—those who buy repeatedly, recommend to others, spread positive word-of-mouth, and are more likely to buy additional products and services from your company.

Basically, you want to know...
- Who they are. (Include age, gender, location, education, etc.)
- What they want or need. (As opposed to what we think they need)
- Where to find them to engage or advertise to.
- What are they afraid of?
- What are their objections
- Why we are a good choice for them. (Usually the **benefit** you offer)

This information is important for laying out your website, developing design considerations, creating content that converts or attracts prospects who may become warm leads. It helps determine what types of content will be most effective.

It determines how to design & implement all the components of an effective sales funnel.

Common Components of Target Personas

At a bare minimum, creating a Target Persona usually includes curating the following information…

1. Gender
2. Age
3. Title or job
4. Income
5. Location. "*Where in the world are they?*"
6. Interests
7. Experience
8. Needs
9. Solutions sought
10. Benefits of your products or services relative to their needs
11. Questions or obstacles to purchasing.
12. Media consumed, including Facebook Groups & Pages, blogs, books, TV shows, magazines, etc.

Start Building Your Target Personas!
Download the Dream Client Workbook. Click here.

Target Persona Example

Madison Avenue agencies spend enormous amounts researching prospective clients, AKA '*Target Personas*' for their customers, going so far as to describing what the personas do on a minute-by-minute basis.

"*Paige **(Gender)** is a 24-year-old **(Age)** executive assistant **(Occupation)** to a vice-president of a Fortune 500 company in Chicago **(Location)**. She earned her bachelor's degree **(Education)** in marketing at Michigan State with a 3.6 GPA **(Intelligence)**. She lives in a 1-bedroom apartment in Wicker Park **(Lifestyle)** with her dog Max, a miniature schnauzer **(Interests: Pets)**. She makes $52,400 annually **(Income)**. She listens to the alternative rock station and especially likes Harry Styles, Taylor Swift and Ed Sheeran **(Interests: Media)**. Her boyfriend **(Relationships)** is in law school. They like going out for pizza **(Interests)** and hanging out along the lakefront. **(Interests)**"*

"Her alarm goes off at 6:15 every morning and she checks Facebook before rolling out of bed. She checks her email from 6:20-6:30 while in the bathroom. Then she checks her Instagram. She takes her dog Max out at 6:45, returning at 7:00. She drinks bottled water from the fridge and eats yogurt with fruit or granola for breakfast. At 7:15, she begins getting dressed, often wearing Capri pants and a sleeveless top. She doesn't wear much makeup, but insists on red lipstick. She leaves for work at 7:30 and catches the 7:45 train for downtown. She orders a Triple, Venti, Half Sweet, Non-Fat, Caramel Macchiato at the Starbucks at 8:05 and she's at her desk by 8:15 when she checks email and turns on 101.9 The Mix on the radio in her cubicle…."

This goes on and on, describing what she does at work (Some Facebook, checks Amazon), does for lunch (she brings it or she gets a salad down the street), what she does on her way home (stops at a pub or goes for a run), lets Max out before steaming some veggies for dinner. Mostly watches TV, reads People magazine and checks Facebook until she goes to bed at 10:15 after she gets back from taking Max out one last time.

The written Target Persona will continue documenting her relationships with family and friends, favorite brands, political views (if any), her taste in movies and magazines, whether she cooks at home or goes out, how much she has saved and any number of datapoints deemed important.

They will tie all this together with the product or service they want Paige to buy and why. They will do the same for other target personas they want to buy the same product.

Such as, "*A Target Persona we'll call 'Penny'* **(Gender)** *is a 30-year-old* **(Age)** *African American* **(Ethnicity)** *bartender* **(Occupation)** *who makes ends meet* **(Income)** *driving for Uber* **(Occupation)** *on the weekend. She owes $1,200 in credit card debt* **(Debt)** *and has a $230/mo car payment.* **(Budget)** *She went to work full time after graduating from high school* **(Education)***. She and her wife* **(Relationships)** *are vegans* **(Lifestyle)** *who have a 3-year-old-son.* **(Family)** *She subscribes to People magazine* **(Interests: Media)***, watches comedies on TV and avoids newscasts* **(Interests: Media)** *and listens to Electronic Dance music.* **(Interests)** *She loves salted caramel candy* **(Interests)** *and frequently travels back home to Philadelphia* **(Family)** *where her mom lives...*"
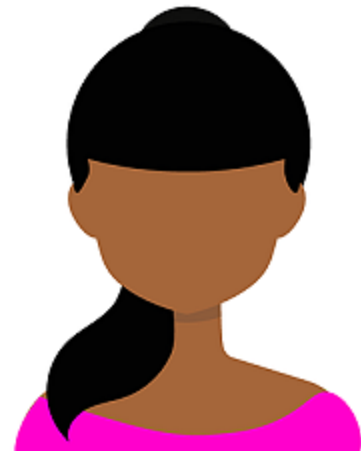
Or "*Felicia* **(Gender)** *Gonzalez"* **(Ethnicity)** *is 50* **(Age)** *and a conservative* **(Politics)** *single mom* **(Relationships)** *of 3, who moved to Peoria* **(Location)** *when she divorced* **(Marital Status)** *in 2012. She had a partial mastectomy* **(Health)** *in 2010 and is a supporter of the Susan G. Komen Foundation.* **(Social Views)** *She lives in a $175,000* **(Assets)** *3-bedroom house* **(Shelter)** *with a furnished basement that she paid cash for.* **(Debt)** *Her IRA and savings total $120,000.* **(Assets)** *She is a legal assistant* **(Occupation)** *and enjoys kickboxing* **(Interests)** *for fitness* **(Health)** *and to control her petite frame when she isn't helping her kids with homework or taking them to school events.* **(Parenting)** *She listens to some modern rock, but her passion is country music* **(Interests)** *and never misses Blake Shelton on The Voice.* **(Interests: Media)** *She's a fan of romantic comedies* **(Interests)** *and always takes the kids to church* **(Religion)** *on Sundays…*"

You get the idea. Try writing a paragraph or 2 for each of your Target Personas.

You may have very similar personas for the same desired outcome. Or they may not be similar at all.

The 3 women above may together be Target Personas for just about anything; cosmetics, clothing, groceries, magazine subscriptions, restaurants, healthcare providers, movie tickets, cars, furniture. You name it.

Smaller businesses, including those with 1-100 employees don't usually go into quite as much detail as Madison Avenue, but they usually have more than one Target Persona, each with different experience/awareness, needs or resources.

A Real Simple Target Persona

Here's an example of a Target Persona that was done for an independent fitness center that we worked with.

One fitness center. So many different users!

- RON is in his early 20's and was really into getting buff. He primarily used the weight room and typically spent his workouts listening to heavy metal on his iPod. The only thing he reads is the sports page.
- RACHEL is a bit older and a new mom looking to drop some of the weight she gained during her pregnancy. She often uses a stairmaster or swims laps and takes rumba lessons. She sits in on some yoga classes too. She gets most of her news and information online, especially from Facebook.
- ROGER hit 40 and wants to get ready for golf during the winter months. Trainers help him with flexibility, balance and strength. He also signed up for a sports nutrition presentation.
- RENEE is nearing retirement age and beginning to have trouble keeping up with the grandkids. Some of her friends were beginning to show signs of age and she would have none of it. Her doctor said getting some more exercise would be beneficial. Renee uses the treadmill and for fun takes some dance lessons. She also uses the weight room to work on her upper body strength.
- ROB (Robert or Roberta) represents many of the referrals the fitness center gets from the local hospital, including men and women who have had surgeries and need to rehabilitate in the pool, weight room or on the walking track while supervised.

By naming their Target Personas, it was easier to refer to them in meetings. "*Adding ballroom dancing would be popular with the RENEEs.*"

Think of the differences in <u>why people go to restaurants</u> and you'll see different target personas.
- Some people can't cook.
- Some people are too busy to cook.
- Some people want to give mom a night off.
- Some people only dine out to celebrate birthdays.
- Some people want *Done For You* (Carry out or delivery) food so they can chill.
- Some people want to go out for pizza on Friday nights or brunch on Sunday.

You can also use <u>things people want to avoid</u> as part of your Target Persona creation. These people may be prime candidates for your product or service.

- *"I don't want to mow the lawn any more."*
- *"I just don't feel comfortable with Mom being home alone. Let's look into adult daycare."*
- *"I don't want to get sick. I'm going to order the supplements this doctor is promoting."*
- *"With my hip replacement, I think I'd prefer having my groceries delivered."*
- *"I don't want to go to the store. I'll just order it online."*

In fact, fear can be a powerful motivator. There are many types of fear. FOMO (Fear Of Missing Out) can be effective in getting your Target Personas to take action.

What are your prospects afraid of?

Adding pictures to your written Target Personas helps you and your team visualize who they are, just as giving them names.

Multiple Target Personas = Multiple Approaches

All businesses, regardless of size, usually have MULTIPLE Target Personas.

Not all of your target personas will be appropriate for the same journey through your website. Some will enter your sales funnels in different ways or locations.

They may come from different sources.

They may have different attributes or needs.

They may be exposed to different content or the same content via a different medium.

Most will have the same goal, whatever the goal of your website is. Every component is part of a funnel.

Every website has a job. Every page has a job. Every marketing tactic has a job.

Every Target Persona Needs a Funnel

The "job" of the website is to achieve the goal(s) of the website owner; to sell products or services using a series of sales funnels.

The "job" of each page (or post) is to support the job of the site. If it doesn't, you should consider removing it (or not even building it).

The "job" of each marketing tactic is to get more traffic to the site, which may include building awareness, gaining trust, getting referrals and making a sale.

Just as making the right offer to the wrong audience will hurt your results, the right marketing tactic in the wrong place is a waste of time and money.

For instance,
- Advertising your homemade pie recipes cookbook in *Popular Science* magazine will not be as successful as magazines, blogs and Facebook groups that appeal to homemakers, foodies or people who like to bake.
- Using Facebook to engage your prospects when most of them have moved to Instagram will not build an audience of people who know, like and trust you.
- Writing blog articles that nobody cares about will not improve search engine rankings or get links to your website or shares on social media.

Writing an article on a subject people are interested in WILL bring targeted traffic to your website with a better chance of converting them to customers.

Bigger Is Better!

Zeroing in on your Target Personas is a great thing. Being specific helps you understand your prospect's needs and how to engage them and sell to them.

But to be clear, **you are looking for the biggest groups** of hot prospects. The more hungry buyers, the better!

Go after the low-hanging fruit!

Start Building Your Target Personas!
Download the Dream Client Workbook. Click here.

Don't Generalize

Don't be all things to all people. That's a recipe for failure. You want to avoid commodity products and pricing for a stronger brand perception, desire and revenues.

It's much better to tap into what people are <u>passionate</u> about, both good and bad.

It helps to note the differences by using multiple Target Personas.

It's like thinking in terms of long-tail keywords, but we're looking for core desires - what will really attract them <u>and</u> make them want to buy?

For example, the '*lose weight'* niche is a broad category that almost everyone is targeting – of interest to many, but not really a passion. On the surface level, they are saying, "*I'd like to lose weight.*"

There are two things wrong with that…

A) Everyone is targeting it, so competition is high. It's hard to dominate.
B) There may be a more powerful *passion, desire or outcome* with lower competition and higher perceived value that you can target. Just narrowing the focus can improve conversion.

Take it a step further and you might find your prospect saying…"*I'd like to be healthier.*" Most advertisers will target those top 2 core desires, but research suggests that **it's usually the 4th level of desire where you get the best return**.

The third core desire of people in the 'lose weight' niche are those who want to "*Feel better and have more energy.*" **It's more specific, but maybe not yet a passion**.

Deep down, **their biggest core desire**, relative to weight loss is to ***feel sexy***. She doesn't want to turn the lights down before her husband comes to bed. She wants to feel sexy and desirable. Losing weight, being healthier, feeling better and having more energy all matter, but most people perceive being sexier as as a much bigger core goal or desire.

You get more conversions with that. You can charge more for helping them attain that.

You build a more loyal tribe by ringing their bell!

One Degree of Separation

<u>HE wants the same things!</u> Maybe he wants to feel sexy for his partner in the bedroom or *maybe because he wants to be ripped for his buddies on the golf course!*

Or both.

==Targeting their key <u>passions</u> is worth more money.== People will pay more for your solution.

More people are searching for solutions to stronger passions.

It positions you better than your competitors.

It allows you to increased the perceived value of your offer.

And fewer people are going to compete with you.

Finding Your Dream Clients Using Surveys

Creating Target Personas (or understanding them better) with surveys can be very effective, especially when looking for passions or using open-ended questions to find out what prospects are asking for in their own words.

Ryan Levesque wrote a popular book on surveying prospects, called *"Ask."* It might be worthy of a read. His approach is comprehensive and will require effort, but the results can be enormous.
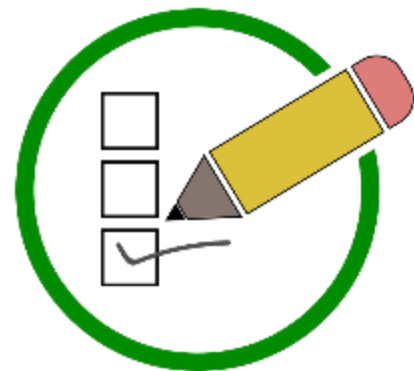
One of the best examples of the benefits of asking open-ended questions came from a client in the dating niche. In addition to multiple choice questions, the use of open-ended questions revealed groups of interests or passions among the women 18+ who were surveyed.

==**Sometimes the <u>only</u> difference between 2 Target Personas is age.**==

We got different responses from women aged 18-24 than we did from women aged 49-54. Both demographics were 'single women looking for someone to share their lives with.'

We saw women ask variations of about 7 different themes, including;

- *"Questions to ask a guy."*
- *"Why won't he commit?"*
- *"Online dating secrets."*
- *"Understanding men."*

Each of these variations are blog topics. Each question or topic is a perfect *'focus keyword'* for a blog post. Keyword research confirmed that.

Blogs attract traffic from people asking questions in different ways. The categories or tags are the same, the query they use to find you may be different.

==Using your market research to discover your Dream Client also helps you create a variety of content that will attract them to your site organically.==

- You want to cross-link all of that content in your blog posts and by using a 'similar posts' plugin, categories and/or tags.

It keeps them on your site longer and gives you more opportunities to convince them that you have the BEST solution!

Using Similar Queries to Create Content For One Target Persona.

In the example above, *"Why won't he commit?"* was queried in different ways by different women…

- *"How to handle the slow fade?"*
- *"Slow fade dating."*
- *"Why do men pull away?"*
- *"Why do guys suddenly disappear?"*
- *"6 month relationship mark."*

Linking similar content on your blog is an effective strategy to get more people to visit your site and to spend more time reading your content.

It super-serves one of your Target Personas.

There is also more of a "thud" factor for search engines.

The more of your content they consume, the better your chances of making the sale.

Spending more time on your site is also an important signal to the search engines. It's an affinity KPI that helps ranking.

Some of these questions were more popular with the younger personas - some with the older ladies - some among all age groups.

Survey Says!

If you are researching what's important to your Target Personas, ask them! For more information see the blog post that discuees The Ask Method at WebsiteSuccessGuy.com/how-to-find-your-perfect-audience/

It's not easy. But the results can be life-changing!

As mentioned above, sometimes the only difference between 2 Target Personas is age.

Simple differences, that may require different approaches or content, based on the survey above, included...

- Gender
- Occupation
- Spirituality
- Interests
- Intimacy
- Income
- Values
- Ethnicity

Questions to Ask About Your Goals and Brand

Website Success comes when your site's goals and offerings match the needs of your Target Personas. It is important to document both sides of the sale. <mark>Let's begin with defining your goals and brand assets.</mark>

This information will also be useful in creating your site's content.

Website Address:

Slogan or Positioning Statement:

How long have you been in business?

What is significant about the history of your company, founder, owner, products, process, location, patents, staff, equipment, terms, systems, delivery, turn-around time, etc?

Primary Service Area:

Do you have an 'elevator pitch'? If so, what is it?

What is the primary 'job' of your website?

Primary Products or Services Offered:

What products or services are most important or profitable for you to sell?

What is the USP (Unique Selling Proposition) of each of these top products and services?

Separately list the Benefits and Features of your top products or services.

Start Building Your Target Personas!
Download the Dream Client Workbook. [Click here]().

Benefits:

Features:

Who are your most profitable customers?

How did you get them?

Brand Attributes

What is the perception you're trying to build or maintain in your marketplace?

What perception, if any, are you trying to live down or minimize?

What is the one thing that sets you apart from your competitors?

What emotions, if any, do your clients/customers feel when served by your company?

Do you offer any guarantees or warranties?

John Jantsch is an author and marketing consultant. He recommends creating a "*Why us?*" value proposition. Good idea!

Want to learn more about Website Success? Learn the Essentials!

5 Modules Covering the **Essentials to Website Success!**

Competitor Analysis

<mark>**Your relationship with prospects is not binary.**</mark> The marketplace is also part of the equation if you want sell effectively. Take a minute to consider the competition and how your prospects view them.

<mark>**List your competitors with the biggest threat first.**</mark> Most small businesses will have 3 or fewer, but in competitive niches, you may have more. The last 1 or 2 competitors are your biggest '*competitive opportunities*' because they are weak. Usually you treat threats and opportunities differently.

The perceptions your Target Personas have of your competitors is vitally important, having a big influence on who gets the sale.

Their perceptions will be influenced by your competitor's offers, content, type of content and marketing. Social media interaction is a public part of the conversation that takes place and is useful to monitor and consider.

You will want to assess both your traditional competitors and the new disruptors.

Especially, the new disruptors!

Speaking of which, how can YOU become the new disruptor in your industry or niche?

Start Building Your Target Personas!
Download the Dream Client Workbook. Click here.

Start Sizing Up Your Competitors

Do they blog?

Do they have a YouTube channel?

Do they get leads from LinkedIn?

How often do they tweet?

How many followers do they have on Facebook?

Are they on Instagram?

How often do they post to these platforms?

How many followers do they have on each?

Are they running online ads?

What kinds of interactions are they having with YOUR Target Personas?

Knowing the answers to these questions helps you decide which tactics to use to attract your own prospects. You may find advantages, such as they don't blog enough or their videos are poor quality.

This exercise should also give you some ideas on how to become a more formidable competitor!

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Done For You or Done With You
Website Development & Marketing
WebAsylum.com

Questions to Ask About Your Competitors

Competitor 1: Strengths and Weaknesses of *Your Biggest Threat*

Is their website easy to navigate?
Do they have strong Calls To Action on every page and post?
Does it look good on a cellphone or tablet?

Do they blog? Y/N
How often?

Are they using testimonials?

Do they have a YouTube channel? Y/N
How many videos?
How often do they post videos?
How many followers do they have?

Are they active on LinkedIn?

How often do they tweet?
Who are they following who you should follow?
Who is following them who you should be following?

How many followers do they have on Facebook?
How often do they post on a Fan Page or in a Group?

Are they on Instagram? Y/N
How often do they post?

Are they running online ads? Y/N

How do they compare on price?

Where do they succeed?

Where do they fail?

Competitor 2: Strengths and Weaknesses

Is their website easy to navigate?
Do they have strong Calls To Action on every page and post?
Does it look good on a cellphone or tablet?

Do they blog? Y/N
How often?

Are they using testimonials?

Do they have a YouTube channel? Y/N
How many videos?
How often do they post videos?
How many followers do they have?

Are they active on LinkedIn?

How often do they tweet?
Who are they following who you should follow?
Who is following them who you should be following?

How many followers do they have on Facebook?
How often do they post on a Fan Page or in a Group?

Are they on Instagram? Y/N
How often do they post?

Are they running online ads? Y/N

How do they compare on price?

Where do they succeed?

Where do they fail?

Competitor 3: Strengths and Weaknesses of *Your Biggest Opportunity*

Is their website easy to navigate?
Do they have strong Calls To Action on every page and post?
Does it look good on a cellphone or tablet?

Do they blog? Y/N
How often?

Are they using testimonials?

Do they have a YouTube channel? Y/N
How many videos?
How often do they post videos?
How many followers do they have?

Are they active on LinkedIn?

How often do they tweet?
Who are they following who you should follow?
Who is following them who you should be following?

How many followers do they have on Facebook?
How often do they post on a Fan Page or in a Group?

Are they on Instagram? Y/N
How often do they post?

Are they running online ads? Y/N

How do they compare on price?

Where do they succeed?

Where do they fail?

If you have more than 3 primary competitors, you can add them on back or another sheet of paper. In most cases focusing on these 3 will yield significant results without overwhelm.

The Value of Market Research

Understanding your prospect's needs is important. Understanding the market gives you even more insights into their needs and may give you the ability to understand them better than ever.

<mark>**Market research will give you a larger scope of their needs. How they (and those like them) consume information will help you create the content and solutions they need in the format they want.**</mark>
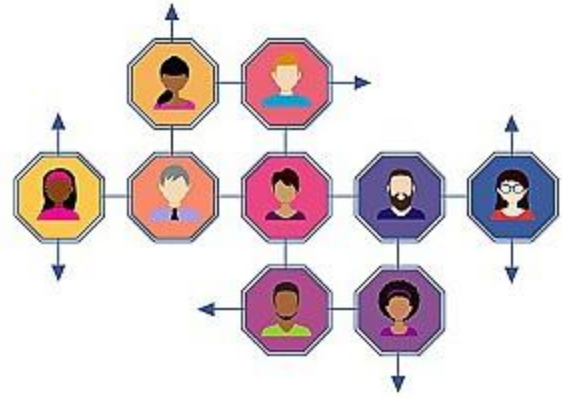
Understanding the marketplace may also help you define specific Target Personas by differentiating their needs, resources and preferences. Personas can be very similar, but have one thing that sets them apart and require a funnel adjustment.

Depending on where they are in your sales funnel or where they look for solutions, they may prefer blog content over a YouTube video. They may trust an online review over a testimonial on your site.

You may find they they prefer consuming information in a way your competitor is not providing, such as video. (It's pretty easy to do video now. You don't need any more equipment than your smartphone.) Use them on your site, social media and reviews.)

Creating Content That Attracts Your Dream Clients

Would you like to hit a home run when creating content that converts Target Personas into Dream Clients?

Would you like to focus more on what matters to your prospects and avoid working on content that returns less?

That's the value of Market Research!

Using Amazon As Inspiration for Content Creation

As you study your market, some find it useful to see what your personas may be reading and Amazon is a wealth of information. Look for best-selling books in your niche. What books are they spending money on?

You may want to read some of them.

The Table Of Contents can sometimes be used as an Editorial Calendar for your blog. **You might use the TOC of the Top 3 (or 5) best-selling books in your niche and enter them in a spreadsheet and sort them by focus.**

Using Blogs As Inspiration for Content Creation

Which blogs dominate your niche? They may well be a competitor, but they may also be a guide to creating an Editorial Calendar for your blog or YouTube channel, just as researching books on Amazon can be useful.

Just as you evaluate the top Amazon best sellers, you may be able narrow your focus to determine which blogs are best by Alexa rankings. The number of comments on a blog can also be an indicator of popularity.

What categories are those top blogs focusing on? Consider using similar categories.

Consider following top industry blogs in a feed reader, such as Feedly or Refind.

Guest posting may be one of the most effective ways to build your brand awareness.

A) You will get traffic from your guest post.
B) Being featured on any other medium (blog, podcast, video, magazine article, etc) and introduced to someone's audience is as good as it gets!
C) An inbound link from a popular website in your niche will help with search engine rankings.

There are two things to keep in mind while doing guest blogging outreach.
1. **Create quality content.** The owner of the blog won't use your post if it isn't beneficial to their readers. Knowing a target audience's needs helps you create quality.
2. **Duplicate the style and format.** Your post should probably mimic the look and feel of the other site, including paragraph length and image formats. What grade level is their content? Most copywriters will tell you to write at a 5th-grade level.

Using Facebook As Inspiration for Content Creation

Facebook is the world's top social media platform with a wealth of content.

Study top performing Facebook Pages and Groups in your niche to see what people are talking about and what is being shared. What content is getting the most likes, shares and comments? How many views are videos getting? You might want to keep track in a spreadsheet.

Save a shortcut, bookmark your favorite pages using Facebook's "Save" feature.

==These Pages and Groups are a good place to build your brand. Be helpful. Answer questions. Share links.== Don't promote your stuff more than 10-20% of the time.

You may get inspiration for your own Group or Page.

You may learn valuable information FROM your own Group or Page.

Make note of the Pages and Groups that you might want to advertise to.

Don't forget the power of VIDEO. In 2016, Mark Zuckerberg said at the Mobile World Congress, *"In a few years from now, the vast majority of the content that people consume online will be video."*

A few months later, both of his properties, Facebook & Instagram were hosting live streams.

Here's an interesting fact:

Facebook users comment 10X more on live videos
than they do on regular videos.

Using YouTube As Inspiration for Content Creation

YouTube is the 2nd largest search engine and the biggest provider of content for people who consume video content. YouTube users watch more than 1 billion hours of video every day!

You can gauge the popularity of content by the number of followers to a channel in your industry and by the number of views for each video.

==Make note of the most popular videos and build a swipe file of titles and information included in the description. You might include the number of views in your swipe. You can create outlines of the videos that you can use for your own blog, YouTube channel, Facebook group or podcast.==

Has the video been transcribed? Sometimes you will find a transcription in the video's description.

As with Facebook, Live videos are very popular and thus a focus for YouTube and its content creators.

And YouTube serves up more options than it's Live streaming competitors.three distinct ways to go live — providing more flexibility than all its live streaming competitors.

1. **<u>Stream Now</u>**: Is the fastest way to go live via YouTube from a desktop machine.
2. **<u>Event Streaming</u>**: Whether you're recording a concert, a sports event, a talk show, or just yourself, now you can stream your event — live and direct — right to your audience. (It may take 24 hours to get access to live streaming.) Once activated, you can go live instantly. Event Streaming also gives you greater control of you live stream. For example, <u>you can preview the stream</u> before you go live and you can configure backup redundancy streams.
3. **<u>Mobile Streaming</u>**: is most comparable to the offerings of Facebook and Instagram. After a mobile live stream ends, an archive of the stream is saved to your channel and you have the option to edit the privacy setting (including setting it to private) or delete the archive.

<mark>**If you have a Smartphone in your pocket or purse you have the ability to broadcast to the world RIGHT NOW!**</mark>

DO NOT underestimate the power of LIVE!

Using iTunes As Inspiration for Content Creation

Podcasts can give you great ideas for content and, like YouTube, it's easy to determine which podcasts are more popular than others and focus on a few of those.

Look at the titles and add them to a swipe file as we discussed for YouTube.

Podcasters often have pages on their blog, dedicated to each episode. You may find even more information to add to notes or a swipe file.

<mark>**If the podcast has been transcribed, you can scan the content much faster than listening to it!**</mark>

Using Forums As Inspiration for Content Creation

Where do your Target Personas hang out? It's an important question to ask because of the ability to listen to them. And engage them.

Forums often categorize their content in a way similar to blogs. And you can see posts based on how recent they are or how much interaction there has been.
==Take notes! Participate to build awareness.==

Forums are easy to find, simply Google 'Your Niche' + forums. Or something like 'tomato growers forum' or 'single dads forum' or 'guitar players forums.'

Reddit, CraigsList and Quora have forums, among others.

Using Reddit As Inspiration for Content Creation

Speaking of Reddit, its upvote system lets you see the most popular posts. Gauge interest in topics based of the number of upvotes it receives.

==Browse subreddits that are relevant to your industry or niche frequently.== Focus on the subreddits with lots of members.

Using Quora As Inspiration for Content Creation

Quora is a great resource for finding out what your Target Personas are asking about. You can search by industry or specific topics and get ideas for new blog posts or videos.

You might answer questions you find on Quora on your blog, Facebook page or Twitter feed.

==The other advantage of Quora is to establish YOU as a subject matter expert== by answering questions posted in appropriate forums.

Using Medium As Inspiration for Content Creation

Some of the best content online is posted on Medium.com. ==Uploading your own articles is another way to build awareness and reputation.==

Bonus Idea: ==Following and posting hashtags on Twitter or Instagram is time well-spent,== as well! A great way to build initial awareness and engagement!

> **Now that you have studied various media for content creation ideas, consider how you might incorporate each outlet into your own content creation plan. Which media will your target personas resonate with? You can't effectively do them all at once, so pick your best options first.**

Repurpose Your Best Content: Save Time & Money

Don't forget re-purposing! Blog content can be repurposed into a video that you can share on YouTube or your Facebook Page or Group.

Just as you optimize a focus keyword on a blog, you do the same with YouTube videos.

People look for solutions on SlideShare. A blog post can be repurposed as a dozen slides and uploaded with links back to your site, even a specific URL.

Who Has Your Money?

Website Success depends on the best Message to Market Match – matching your message to what your market and Target Personas are searching for.

This questionnaire will help establish who your prospects are, what they are looking for and then developing website content that is designed to appeal to them and result in your desired outcomes, which may include buying your product or service.

It is possible that some of the questions contained herein may not apply to all websites and there may be competitive or market information that is not included in this questionnaire. Skip questions that don't apply and add questions and answers that matter. Don't hesitate to share more than what we ask! You are the expert and your insights are critical.

The Objective

Not all prospects are created equally, but some of them can cross-pollinate or become aware of you and your offers through a funnel designed for another target audience.

It's crucial that you create a strategy and build those funnels.

The goal of THIS questionnaire and the KEY to Website Success is to create a plan for each of your top 3 Target Personas. Then EXECUTE it!

1. You will have spent time **defining your Goals and the Benefits** of your products of solutions.
2. You will have **completed a Competitive Analysis**, including your competitor's Strengths and Weaknesses. Included in your plan will be how to fight your biggest obstacles (Strengths) and how to take advantage of a weak competitor.
3. You will **know the Specific Needs of each persona**.
4. You will know **where they Hang Out to simply listen, engage or advertise.** You will know what media they might consume.

<mark>**When you write the Action Plan for each Target Persona, list specific elements of the funnel, what media you will provide and most importantly, what is the Call To Action?**</mark>

What do you want them to do?

- *What blog posts will you write for THIS Target Persona?*

- *What video will your create, if applicable"*

- *What images or Pinnable content?*

- *What traffic will you use to attract them to their SPECIFIC Funnel? (SEO, Paid, Social, Referral, Email)*

- *What TYPE of landing page for this audience? Blog post? Landing page? Facebook page? Video Sales Letter?*

Start Building Your Target Personas!
Download the Dream Client Workbook. <u>Click here</u>.

Questions To Help You Discover Your Dream Clients

Target Persona #1

This is your bogey. This is the competitor you want to replace.

Target 1 Name or Occupation: (Bob, Barb, Benny; First, Second, Third; Bronze, Silver, Gold)

Target 1 Attributes & Needs:

Target 1 Frequently Asked Questions:

Target 1 Specific Solutions/Benefits You Provide:

Target 1 Specific Actions You Want Them to Take:

Target 1 Where do they hang out? (Specific Facebook Groups, LinkedIn Groups, Twitter, Local Chamber, Forums, etc)

        1.

        2.

        3.

        4.

        5.

Target 1 Media Consumption: (Books, Blogs, YouTube, Magazines, etc)

1.

2.

3.

4.

5.

Target 1 What makes them different than your other Target Personas?

Target 1 Awareness Level (1 High to 5 Low)

Target 1 ==Action Plan. *What will you do?*==

Target Persona #2

Usually your second most formidable competitor.

Target 2 Name or Occupation: (Bob, Barb, Benny; First, Second, Third; Bronze, Silver, Gold)

Target 2 Attributes & Needs:

Target 2 Frequently Asked Questions:

Target 2 Specific Solutions/Benefits You Provide:

Target 2 Specific Actions You Want Them to Take:

Target 2 Where do they hang out? (Specific Facebook Groups, LinkedIn Groups, Twitter, Local Chamber, Forums, etc)

1.

2.

3.

4.

5.

Target 2 Media Consumption: (Books, Blogs, YouTube, Magazines, etc)

1.

2.

3.

4.

5.

Target 2 What makes them different than your other Target Personas?

Target 2 Awareness Level (1 High to 5 Low)

Target 2 <mark>**Action Plan.** *What will you do?*</mark>

Target Persona #3

This competitor may be 3rd on the list or the weakest of the lot. Choose whichever you want as part of your Top 3 focus.

Target 3 Name or Occupation: (Bob, Barb, Benny; First, Second, Third; Bronze, Silver, Gold)

Target 3 Attributes & Needs:

Target 3 Frequently Asked Questions:

Target 3 Specific Solutions/Benefits You Provide:

Target 3 Specific Actions You Want Them to Take:

Target 3 Where do they hang out? (Specific Facebook Groups, LinkedIn Groups, Twitter, Local Chamber, Forums, etc)

        1.

        2.

        3.

        4.

        5.

Target 3 Media Consumption: (Books, Blogs, YouTube, Magazines, etc)

        1.

        2.

        3.

        4.

        5.

Target 3 What makes them different than your other Target Personas?

Target 3 Awareness Level (1 High to 5 Low)

Target 3 Action Plan. *What will you do?*

Mapping Out Your Dream Client's Buyer's Journey

Congratulations! You have done more to discover your Dream Clients than most, if not all of your competitors have even thought of!

Quick! Write down the 3 biggest A-Ha! ideas you have gotten while reading this eBook. Which ideas will give you a 10% increase in sales? A 30% increase? A 50% increase?

1)

2)

3)

<mark>Work on those first.</mark>

Which ideas have lead to defining additional Target Personas that you can work on attracting?

1)

2)

3)

Let's Review

You have…
1. Defined the goals of your website.
2. Documented the best Benefits and Features of your Product(s) and Services(s).
3. Undertaken a Competitive Analysis including Strengths and Weaknesses
4. Educated yourself on what the marketplace offers by content and format.
5. Learned what types of content to use to attract prospects; blog, YouTube videos, Facebook Live, SlideShare, Twitter.
6. Asked questions that describe each of your Target Persona's needs, fears, passions, questions, objections, media consumption, awareness and hangouts.

<mark>**You then created an Action Plan for each of them!**</mark>

The fun has just begun. Time to implement!

Final Advice: The market doesn't care about your marketing plan. The only thing that matters is what you discover, apply, evaluate and revise.

Need help?

Find more articles on Website Success on the *WebsiteSuccessGuy.com* blog.

Join the *Website Success Club* group on Facebook. It's free! Please share what you learned here. Ask questions. I'll answer them quickly.

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