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## ***It's a word picture defining your ideal target market***

Dear :

Before I get to the rest of today's email, I'd like to offer you a Google Docs copy of my book, *Profile Your Target Market*. This is a copy of the 1st edition. I'm working on an updated edition, but this is no less valid. I'm not changing anything, just adding some info. Visit this link and, if you want, export a PDF copy you can keep on your own computer, tablet, or phone.

[https://docs.google.com/document/d/1ccwdFF\\_XmxbAaL4NauUuZfer...](https://docs.google.com/document/d/1ccwdFF_XmxbAaL4NauUuZfer...)

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# PROFILE YOUR TARGET MARKET:

Build and use an avatar of  
your ideal customer or client



By

**SCOTT A. GARDNER**

## What

Not everyone is your perfect audience. Actually, most people aren't part of your target audience, or target market. You want to find the folks who might be interested in what you have to sell, and exclude or ignore those folks who have no interest in what you're talking about.

Imagine the perfect person for your product or service. What are their life experiences? What are their demographics? You know: male or female? What kind of vehicle do they drive? What do they do for a living? Where do they live? What kind of pets, if any, do they have? How old are their kids? That sort of thing.

This idealized person (or couple) - what are their names? Writing out a detailed biography of this person or people, will give you what marketers call an **avatar**. A written picture that represents the people who you're trying to reach with your message.

## **Why**

As the saying goes, "If you have no target to aim at, you'll hit it every time." That is, if you don't know whom you're speaking with, then your message will always fall on deaf ears.

I wrote the original version of PYTM discussing building your avatar using only psychographic and demographic data. Since David Allison wrote his book *The Death of Demographics*, I've been smacking my head over not seeing the importance of values in building avatars. After all, it's not what they've done in the past that predicts what a person will do in the future, it's the **values** they hold and practice.

## **How**

Examine your current customers. Compile all their demographic and psychographic data. Then, do some market research and ask about their major values. Compile all this information together and create your ideal avatar.

It's only once you create your avatar, including their values, that you can begin crafting marketing and sales messages that resonate with that target audience. My wife loves Disney - she's attending the Halloween Parade at Disneyworld with one of her best friends next month. But if Disney talked to her about bringing her kids to enjoy the park, their message would be falling on deaf ears. She's what some marketers call a Disney Adult. They plan their trips differently than families. They spend money on different things than families. It's a truly different market, yet equally as valuable to Disney.

You have to truly know your target market so that your marketing messages are effective!

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I have a 400 page A5-sized journal that I write in every day. I use it for writing - and rewriting - several things on a daily basis. In the front section, I write my 10 daily positive affirmations; half a page each day. In the second section, I write my business mission and vision statements - that takes up a whole page.

The third section is where I rewrite my ten business commandments every day - that's a whole page. The final section is, so far, empty.

I use an ultra-fine point (0.35mm tip) black ink pen. Diligently writing and rewriting all that content means my last pen died after 28 days. But it has helped me refine all three sets of content. Actually, I'm considering changing my last two affirmations from "I am not afraid to. . ." to "I welcome. . ." to make them both truly positive. Writing all three sections was taking me 35 minutes total when I started. It now takes me 24 minutes.

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Thanks for joining me. I hope you find my emails helpful and educational.

Until next time, be well and stay healthy & happy!

Very best,

***Scott Gardner***

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