

Finding Your People

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Finding Your People

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If you are going to succeed starting from a place of free, innovative content, you have to figure out who you're going to target. There are many different groups of people out there, even within your specific niche. It helps to understand who is most likely to latch onto your free content and spread the news of your brand and your products.

Some of the people in your market don't really pay attention to a brand or a product, even a free product, until the buzz is all around them. They want to be absolutely sure something is worth their time. They will only pay attention to a product or a brand that has a proven track record. Because of that, this is not the group you'll target with your initial launches and contacts.

Then, there are those who are quicker to try new things. However, they still want to make sure whatever it is has a good track record. This group is okay to target, but they are still probably not going to be your most vocal majority in the very beginning.

Then, there are the early adopters and the innovators. These are the people who really thirst to try things before anyone else. They know what's out there and they know what it means to be different. If they see that your marketing and products are different from anything else out there, they will latch onto those things right away. If they like what they see, they'll spread the news of what you have to offer and help you build your brand through word-of-mouth and viral marketing.

Traditionally, when you consider who your market is, you think of it in terms of who is interested in your topic or product. But, you also have to break it down even further if you're really trying to make a splash in your market. You have to know who, among your most ideal prospects, are most likely to become brand evangelists and try new things and new products.

They say that 80% of your results come from 20% of your efforts. When you start a new campaign or launch a new product (free or paid) you need to pay attention to these early adopters. These are usually the other experts and thought leaders in your niche. These are the ones who belong to every list in your market, have bought nearly everything else out there, and are probably bored with the current selections-- ready for what's new. If you can "wow" this group of early adopters, you'll have it made with a campaign that will take off like crazy.

Who Wants Your Value?

Another consideration is who is out there that needs and wants your value. Companies who are ahead of the game understand how important it is to become popular in the marketplace. One of the best ways to do that is to gain an audience using free products. From there, you can figure out additional ways to meet the needs of your market in ways they are willing to pay for – especially after they get to know your brand and what you offer.

There's a group of people out there, perhaps beyond who you're targeting right now, who will jump all over your free products. Many of these people will go on to become brand evangelists – your best customers who will tell everyone else about you. Your new mission is to provide as much value to as many people as possible. This mission goes far beyond money, but at the same time will provide you with so much more money than you could've ever expected.

One way to make great strides forward in your business, and in your appearance as an authority in your niche is simply to ask your audience what they want and need.

So assuming that you're building an email list of followers as you provide your free product, you should be following up by asking early on in your

relationship questions like “What are your biggest problems in doing this or understanding that or moving forward or becoming unblocked?”.

Then from the answers you receive you'll be able to create possibly numerous other products, some free, some paid, including perhaps some high-value service offerings.

It's time for you to really think about who your ideal customer is. Who are these thought leaders? Who do other people follow? Who has a relatively influential hold on other people in your niche? Don't think that you should only target those who have the largest lists or most highly trafficked blog. People are most likely to pay attention to those they know intimately – that means there are probably "smaller" thought leaders and influencers who are likely to latch on what you have to offer if you put it in front of them. Many smaller and mid-sized marketers have very devoted lists-- don't ignore them.

How to Stand In Front Of the Traffic

Traffic is a huge issue in Internet marketing. Everyone wants to know how to get more of it. Luckily, this whole book is a guidepost to getting more traffic if you really think about it. One of the best ways to get traffic has always been to give things away for free. It doesn't matter how much money a person has, they are attracted to free things.

Unfortunately, that also means you will attract people who want things for free but who are not necessarily your primary target audience. So, you don't just want a bunch of free traffic or a bunch of people downloading what you have to offer. What you want is extremely targeted traffic that will spread the news of your free content to other targeted prospects.

That's why you really have to take the time to figure out where your primary audience hangs out. You want to infiltrate that niche and become one of them. You want to become well-known by networking and being in as many prime places as possible in your niche. You need to

become well-known through social media, on your blog, in niche forums, Facebook groups, LinkedIn groups, or wherever else people in your niche tend to congregate.

This often means going to places on the web that your competition hasn't even considered. Sometimes, the most popular or most important websites in your niche are not the ones that pop up first in Google. For instance, there might be an incredibly active Yahoo group dedicated to your niche topic, but it doesn't show up on the first pages of Google. Therefore, some of your more lazy competitors won't even know about it.

You should also consider where people in your niche "hang out" offline. Again, you want to be in as many places as you can so you can stand in front of the traffic.

I am by no means telling you to spam these groups or to go in immediately pimping your wares. What I am telling you to do is to become known and trusted. There's no better way to become successful, quickly, then by letting people get to know you as a top expert in your niche.

You're going to be helpful. Remember that your purpose is to help as many people as possible. This is something you carry through in your networking as well as when you give products away for free.

This is all part of building your brand. The more networking you do, the more well-known you will become. Then, when you launch campaigns for free, high-value products, they are a lot more likely to go viral and to have the desired effect. The same is true when you launch paid products or services. There is simply no way to fail as a marketer if you become known, liked, and trusted within your niche. You'll be able to build your list and get as much highly targeted traffic as you desire.

But again, you can't just go in guns blazing. You have to pay attention to how your market reacts, what they want, and what kind of expert they

are most likely to pay attention to. You want to earn friends in high places in your niche as well as become favored in your niche overall.

Being the Answer to Their Problems

Many marketers are afraid of entering a new niche, or are considering giving up the niche they are currently in, because they feel it is too saturated. I'm here to tell you that it doesn't matter how many other marketers are in your niche or how many other experts there are. There is always a space for you.

Ask yourself this – are people buying products in your niche right now? If the answer is yes, then it doesn't matter how saturated that niche is. I'm talking about niches like Internet marketing, weight loss, personal development, and others that have an incredible number of other marketers in them. There is always a way for you to take a unique angle. You're going to be the answer to the problem or problems people in that niche still have.

Again, this means finding your unique angle. At this point, you've hopefully already brainstormed that, to a certain extent. But, this is something you never stop doing. As someone who is becoming one of the top members of your niche, you're going to know first which problems they have and which problems are not currently addressed in the marketplace. You're going to pay attention to trends and fill holes in the marketplace.

People want to avoid pain and seek pleasure. If you can provide the answers to their problems, they'll love you forever. But, you can't just produce low-quality free or paid products. You need to prove your worth, which can seem very difficult to do in a crowded marketplace. This is where free campaigns come into play. You are going to offer answers to their problems completely for free, with no strings attached. This is going to win you their favor, give you a ton of market data your competitors do not have access to, and unlimited potential to earn more from upgraded products, services, consulting, and coaching.

How to Blow Them Away With Your Free Content

I can't stress enough how important it is to blow your market away with your free content. You can't just scrape something together and put it up and expect it to win you any favor just because it is free. It has to be truly remarkable and exceptional.

I cannot tell you exactly what you should be giving away for free. What I can tell you is that it should put a smile on your face and on the faces of those in your market. It should be something so remarkable that people email you nearly every single day to tell you how much it has impacted them. It should be something so remarkable that people tell others about it freely and evangelize for you all over the web. What does that mean for you? That's something only you can decide.

This is a big part of the reason why niche research is so important. If your product, free or not, does not meet the exact needs of the people in your niche, they won't pay any attention to it. You need to figure out what the specific needs of your market are. If you can find a unique way to for cover those needs, you will get a lot of attention and many people will download your product.

After you've figured out exactly what the people in your market need, you have to figure out what the competition is already providing them. This is something you should've already done. The point is that this is a continuous process – you must continuously stay on top of what your competition is doing so you can do better than they are. If you give something away that your competition would have charged hundreds of dollars for, you're definitely going to blow people away with your content.

How to Be Everywhere They Are

You need to be everywhere the people in your niche are. They need to see you and they need to see others talking about you. It needs to be

inevitable that they run across you, your brand, and both your free and your paid products if they spend any time in your niche at all.

That's why you need to make an effort to drive traffic and to network every single day. You don't have to spend a lot of time doing this--definitely don't get lost in it. You can spend around 15 to 30 minutes per day on social media and forms. Go in with an attitude that you are going to help people as you network. The more you help people, publicly and otherwise, the more loyal your audience will become. This is something that will build up over time.

It's also important that you develop an active following. This means organizing affiliates who will spread the word about you, and about your free and paid products, organize viral marketing opportunities, give people content they are free to pass along to others, and getting your content out there in every place that is relevant to your niche.

They say that it takes around seven times for someone to be exposed to something before they make a buying decision. We also know that familiarity increases conversions. If people see what you have to offer over and over again and they are familiar with you, they are much more likely to take advantage of it. They'll download your free content and they will pass it along to others because it is something that is truly remarkable.

The Importance of Viral and Word of Mouth Marketing

There's only so much you can do on your own. If you've marketed your own products for any length of time at all, then you are very aware of affiliate marketing. You know that if you can get an active army of affiliates, you can make many more sales than you would have been able to make on your own. But, there is something else to consider, especially when it comes to free products. There are ways to tag affiliates on your free downloads so they also credit for sales that follow--Nanacast.com, which is the shopping cart and affiliate tracking system that I use, is a great way to achieve this.

But this goes beyond that. We all know that if someone is incentivized to pass something along, in the form of money, they are very likely to do it. You want to go even deeper. You want people to pass your content along because it has touched them so deeply and helped them so much. You want them to do it even though they aren't getting anything in return. Consider the viral marketing campaigns you've seen. People pass these campaigns around all over the web because they are entertained by them, helped by them, or because they are so different from anything else they've seen.

Also consider those who have purchased or downloaded your products in the past. You want them to tell all of their friends and to freely talk about your free and paid products all over the web. I'm talking about viral and word-of-mouth marketing. People use social networks, their own blogs, forums, and everywhere else to pass along the word of what you're doing... but only if it's something that they are intrinsically motivated to pass along.

It's one thing to have an affiliate recommend something of yours. If the affiliate has a lot of trust in the marketplace, people are likely to respond. But it has so much more impact when someone talks about you or something you have to offer even when they aren't getting anything in return.

They're simply sharing it because it's really amazing. Consider the content you've spread around. Think about the products you love and have recommended to everyone. What was it about those products? When was the last time you recommended others download something you'd found for free. It was probably something you had never seen before and that you knew other people could really benefit from. This is the kind of reaction you want to your own products and campaigns.



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