

# Ep 35: 4 Techniques for Defining and Engaging your Target Consumer

## Being in-touch can be the difference between growing and stalling

- Describe your consumer in terms of psychographic attributes as well as demographic ones.
  - Demographic attributes (i.e. age, gender, marital status, etc.) don't tell the complete story. You need to consider psychographic attributes (i.e. beliefs, behaviors, values, opinions, attitudes, etc.). in order to fully capture and grow your consumer base.
  - As an example, Air BnB's consumer profile is entirely psychographic (i.e. adventurous, experiential, open-minded, etc.).
- Determine what your business needs to grow: more of the same or a new type of consumer.
  - If you are doing well amongst a certain target, your opportunity may be in reaching more of them by expanding your marketing efforts.
  - If you are lead gen and conversion is stalling, it may be time to consider a secondary or fringe consumer.
- Define the tension/opportunity that you can uniquely solve for and that delivers an emotional impact in your consumer's life.
  - A "tension" is defined by an angst. An "opportunity" is defined by "it would be cool if...". Opposite sides of the same coin.
  - Next is to determine how you are going to uniquely solve for the tension/opportunity that will have a meaningful impact on their life. This goes beyond the benefit of product/service and is about creating an emotional connection.
  - Even though you put a price tag on a thing or service, the true value is in selling the emotional connection.
- Consider cultural and community opportunities for connection.
  - If you are diligent in defining psychographic attributes, these will natural emerge.
  - Look for connections that are mutually beneficial and create mutual value.

### Areas to address immediately are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Action Plan:

Action	Timing	Progress	Complete