



A ONE-PAGE PRIMER

# WHO IS YOUR TARGET?

STOP TRYING TO TALK TO EVERYONE.

Most small businesses describe their target customer as "small businesses" or "anyone who needs what we do" or "people in our area." That's not a target. That's a phone book.

And it's the single most expensive mistake in small-business marketing — because trying to reach everyone forces you to talk in generalities, and generalities don't move anyone. Your perfect customer doesn't see themselves in a generic pitch any more than a stranger does.

## THE 2% PROBLEM

The honest read: in any given room, maybe 2% of people will become your customer. The other 98% aren't your enemies — they're just somebody else's customer, or nobody's, today. Marketing built to reach all 100% of the room is built to be ignored by 98% of the room. **Marketing built specifically for the 2% gets answered by the 2%.**

Talk to the people you can help — they want to hear from you. Talk to everyone, and no one's listening.

### THE SHIFT

From "we serve everyone" to "we are unmistakably for *this kind of person with this kind of problem.*"

## THREE THINGS A REAL TARGET GIVES YOU

### 1. A VOICE

You stop sounding like a brochure.  
You start sounding like a person who knows who they're talking to.

### 2. A FILTER

Every content idea now has a yes/no test — would the target care? Most "what do I post?" paralysis disappears.

### 3. A SIGNAL

The right people start nodding. The wrong people self-select out. Both are wins.

## HOW TO FIND YOURS

Skip the personas-from-thin-air exercise. The fastest path is the one on the back of this sheet: look at the customers you've already served well, find the pattern, name it out loud. Your target is hiding in your own customer list.

FLIP THE PAGE →



# FIND YOUR TARGET.

~ 30 MINUTES, PEN + PAPER ~

Work through the four exercises in order. Don't try to be impressive — be accurate. The point is to find the pattern that's already there.

## 01 YOUR LAST 5 BEST CUSTOMERS

First initial is fine. List the ones you'd happily clone if you could.

NAME & WHAT THEY BOUGHT	NAME & WHAT THEY BOUGHT	NAME & WHAT THEY BOUGHT	NAME & WHAT THEY BOUGHT	NAME & WHAT THEY BOUGHT
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## 02 SPOT THE PATTERN

What do those 5 share? Check what applies. Be specific in the blanks.

- |  |  |
|--|--|
| <input type="checkbox"/> Same industry / line of work  | <input type="checkbox"/> Same business size / stage  |
| <input type="checkbox"/> Same life stage (age, family) | <input type="checkbox"/> Same urgency (slow vs. now) |
| <input type="checkbox"/> Same attitude / values        | <input type="checkbox"/> Same budget range           |
| <input type="checkbox"/> Same buying trigger           | <input type="checkbox"/> Same place / region         |

The strongest 1-2 patterns:

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## 03 THE ANTI-CUSTOMER

Who do you *not* want? Naming the wrong fit sharpens the right one.

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## 04 THE ONE SENTENCE

If a stranger asked who you're for, you should be able to answer in one breath.

I'm for \_\_\_\_\_ who need \_\_\_\_\_ ,  
especially when \_\_\_\_\_ .