

**THE #1
INGREDIENT FOR A
\$100K+ BUSINESS**

**THIS IS THE ONE THING
YOU MUST KNOW!**



DEVON BROWN

The #1 Ingredient To Creating A \$100,000/Year Business

Let's play pretend for a second...

Let's pretend that you're a woman who has recently had a baby, and you've decided that you're going to get serious about losing your post-pregnancy weight.

You go online to see what resources are out there.

The first resource you find is entitled: "**How To Get Fit**", and sells for \$17.95

The second resource you find is entitled "**How To Quickly & Safely Lose Weight After Pregnancy**", which sell for \$39.95

Here's my question... Which one do you buy?

If you're like most people, you're going to buy the second one (even though it costs more money).

Why?

Simple, because it **SPEAKS DIRECTLY TO YOU AND THE PROBLEM YOU'RE LOOKING TO SOLVE!**

There, ladies and gentlemen, is the secret ingredient to having a business that can make you \$100,000/year or more!

Did you miss it?

Here, let me say it a different way.

The secret (and PRIMARY) ingredient needed in order for you to create a \$100,000 + business for yourself, is that you must FIRST be ULTRA-SPECIFIC about WHO you want to help, and WHAT problem they have that you're going to solve!.

The key-word there is SPECIFIC! The more specific the better!

One of the biggest mistakes entrepreneurs make is that they think that their product/service/idea can help "everyone". Well, even if it can, you're going to have a MUCH harder time making sales if you're trying to sell to "everyone" as opposed to trying to sell to ONE specific TYPE of person.

I REALLY need you to TRUST ME on this! It's 100X better to be EXCLUSIVE than INCLUSIVE in your business/marketing efforts! In other words... You'll make way more sales with way less effort by EXCLUDING everyone else trying to lose weight, and primarily focusing only on women who just had a baby.

Smart entrepreneurs who start off my first getting crystal clear about who they want to help, and what problem they want to solve reach their goals much more quickly than those who try to sell to everybody.

The process of discovering your "perfect prospect/customer" is called creating your AVATAR. Let me explain...

Your Customer Avatar

Simply put – The Most Important Element Your Business Will Ever Have.

Why is your customer avatar the first step you should take when you decide to start a business?

Well, it is not just that it will impact every other decision you make in your company, **though it will**. The real reason is because every lasting business is built on one simple premise:

Your clients want/need something? Your job is to figure out what it is and how you can you give it to them?

That is it...

1. What do they want?
2. How can we give it to them?

But if you don't know WHO "THEY" are, then you can't answer either question, and if you can't answer either question, you don't have a business.

Besides this basic foundational principle, upon which your entire business is built, why else do you need a Customer Avatar?

Because your Customer Avatar will help you...

- **Deliver the right message – in the right place – at the right time.**
 - The more effective you are at these three things the farther your marketing dollar will stretch and the more people you will be able to help get what they want/need.
 - The more people you help get what they want/need the faster and larger your company will grow.
- **Determine where your ideal customer spends their time.**
 - This helps you know which social media platforms will be worth your time and money to invest in.
 - This will make sure you don't waste your efforts or your resources on something that will never work.
- **Connect with your ideal customer faster and easier than you ever imagined.**
 - The better you define your target the more accurately you can pick up on the conversation they are having with themselves, inside their own head.
 - If you can speak to the conversation they are having with themselves, you can grab their attention anytime, even if they are knee deep in dancing cat videos.
- **Deliver better products/services because you will understand the needs, behaviors, and trends of YOUR TARGET market.**
 - This is how you create stand alone in your space as the only viable option.
 - This allows you to reduce price friction and increase customer loyalty.

REALLY? All this from one simple tool/exercise?

REALLY! All this and a bunch more...

A well-crafted Customer Avatar basically gives you superhuman powers to serve your customers at a higher level, thereby nearly guaranteeing their success and yours!

But if you ignore this crucial step...

You will never have the customer first focus you need to really help people get what they want. If you can't help people get what they want, you will never have a business that can support you. You will be stuck in the rat race with everyone else.

I don't want that for you. I'm pretty sure you don't want that for yourself (or you wouldn't be reading this). So, let's keep going so we can help you avoid the "ME focused trap" that so many businesses fall into.

What EXACTLY is a CUSTOMER AVATAR...

It is the detailed description and story of your ideal, best, most perfect client.

It is also called:

- Buyer Persona
- Marketing Persona
- Target Market
- Client Caricature
- Perfect Prospect/Customer
- Etc...

It is a collection of all the data and information you collect about your ideal client. Translated into a story **and** a living (*continually updated*) document that gives you the insights you need to serve your customers at a highest level possible.

The DATA:

The old way to segment customers was by demographics. Things like:

Age – Income Level – Education – Marital Status – Occupation – Religion – Sex – Etc.

You don't have to be a genius to realize that people within every single demographic can have a huge variety of opinions/needs/wants. Even two people that share every single demographic statistic can have altering views - or want different things.

Now you still want to collect demographic data, to be able to cross reference other data, but alone it just isn't enough anymore.

When combined with psychographics you get a much more holistic picture of your ideal client.

Psychographics include things like:

Values – Spending Habits – Hobbies – Interests – Personality Traits – Lifestyle – Beliefs – Activities – Etc.

They give a much more in-depth perspective of your ideal clients buying criteria. Two married men with children... One is an online gamer... The other goes skydiving on the weekends... They probably spend disposable income on completely different things – for completely different reasons.

The STORY:

Not everyone includes a story as part of the Customer Avatar. But if you do it adds another dimension of understanding and clarity.

By writing your Customer Avatar story you gain a much more human/personal perspective of this “person” you are trying to help. Data/Statistics are harder for the brain to process than a story, so a story also helps other people understand your Customer Avatar. This is helpful if you have a team, or you will be hiring outside people. The more people understand the customer, the more they can cater whatever they do around the customer.

How to Create a Quality Customer Avatar...

We have included questions and templates in a fillable/printable PDF workbook to help you develop the best Customer Avatar possible based on the data you have RIGHT NOW.

The reason I mentioned that it is a “living document”, is because it is important to understand that it will never be perfect. The story will get more and more clear as you collect more and more data. But don’t let that stop you from getting started.

The mistake some people make is to wait to define their ideal customer. Saying things like, *“I will analyze my customers after I sell my product.”* Or *“I don’t know anything about my ideal customer yet.”* Statements like this are HUGE no-no as it pertains to having a successful business.

If you answer the questions, and use the templates we have included you will be further along than most people ever get...

Below you will find an “Avatar Brainstorming” exercise – Start There.

Then, update accordingly the further along you get in your business. But, and I can’t overstate this enough... the most important thing is –

DON’T WAIT TO GET STARTED.

To Your Success,



Devon Brown

www.DevonBrown.com



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If you want some extra help [Check This Out!](#)

Avatar Brainstorming Exercise...

Write down everything you know, or think you know, about your ideal client. Be as specific as you can...

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NAME:

				DEMOGRAPHICS	
PAIN POINTS – CHALLENGES – GOALS – VALUES – ETC...		Other Details			