

Red Hot Bullets Blueprint Tarket

<https://bit.ly/redhottarket>

Defining Your Tarket

Once you have a grip on your average target market, you're ready to eliminate all but one. *Don't worry. No one gets hurt. It's just for your copy.*

You're going to narrow your target market down to a specific **Tarket**. Your tarket represents your ideal prospect.

The word *Tarket* comes from combining the words "target" plus "market". I coined the term because it's CRITICAL you think in the singular, not plural.

Target market sounds like a mob so it implies plurality.

When you gather up intel on people who may be interested in what you're selling you're talking to a group...like a presenter at a seminar. They might all be interested in what you have to say but that personal tête-à-tête isn't there.

Whereas a Tarket is a singular person.

It's always more impactful to have a direct convo with your prospect so they have an emotional response. Having a personal relationship with your ideal client is paramount. That's why imagining a Tarket is more powerful than thinking in terms of a target market.

When you write copy, think of it this way...only one person at a time is reading your copy.

They feel as if they are the only person in the world in that time and space. It's a one-to-one relationship (even though you're not physically there).

That relationship lasts only as long as you keep your reader engaged. Make her feel like you're speaking directly to her and you'll keep her attention.

Now you might have also heard this technique described as an "avatar" or a "persona." Same thing.

I like saying "Tarket" because it's clearly talking about one person.

And we always want to write to just one person. That's how you make your copy get inside their head and feel like they're having a one-on-one convo with just the two of you.

Once you've gathered up some sources for info, mentally go through the following checklists. Add other questions that are relevant to your offer. See which questions you can answer about YOUR Tarket.

Demographics

This section covers the broad strokes you would use to identify your market. This is the end to research road for a lot of people, but we're going to dig deeper...

- Age
- Gender identification
- Marital status/history
- Kids
- Aging parents/grandparents
- Education
- Occupation(s)
- Pets
- Hobbies
- Fitness level
- Physical attributes

Psychographics

It's important to understand her FEELINGS when you're trying to connect with your tarket. Because we all make decisions of what we're buying based on emotions.

Like Mark Twain said, "There are two reasons a person buys anything - the reason they tell you and the REAL reason."

We need to justify a purchase to ourselves mentally before we pull the trigger.

- What magazines or books does she read?
- What home entertainment does she like?
- Who does she admire?
- Who are her favorite celebrities?
- What religion does she identify as?
- What are her EMOTIONAL frustrations, fears, anger?
- What are her innermost hopes, dreams, and desires?

Financial Life

Since ethically we wouldn't want to separate our tarket from their last dollar, it's important to understand how she views and interacts with money. Imagine you're her financial advisor and discover her inner consumer behavior.

- What kind of dwelling does she live in?
- Does she lease or own her residence?
- What kind of transportation does she use?
- Does she lease or own a vehicle?
- Does she take vacations? How often? Where?
- Where does she like to shop?
- What credit cards are in her wallet?
- Does she have any investments?
- What did she hear at top of the stairs as a child when her parents talked about money?

- If she lost her source of income, how long could she survive before needing another source?

Daily Living

When you understand her habits, you might be surprised what sort of connections can pop up between your product and her need for it. Here's where you can really get inside her head.

- What time does she wake up each day?
- When does she go to bed at night?
- What websites does she visit daily?
- What's her average workday like?
- What does she like to do on her days off?
- Does she belong to any professional organizations?
- What is her fitness regime, if any?
- Does she have any health issues?
- How often does she go out to eat?
- What kinds of foods does she prefer?
- What does she do for entertainment?

Dialogue

Some people have their own words and phrases that are distinct to a certain group.

For example, a younger person might say something is "sick" in a positive way. But a nurse would likely use "sick" as health-related.

If you're going to bond using insider language, make sure you're proficient at it. If you're outed as an outlier, you've broken the trust and lost the sale.

- What jargon does she use?
- Are there unusual words she would use in conversation?
- What ideas and words does she respond to?
- How would she describe her life to her BFF after a couple of drinks of alcohol?

Inner Fears

These emotions are at the core of her pain. As a savvy marketer, you need to know what keeps her up at night. Keep in mind, these might not be things she shares with ANYONE. But what does she worry about privately with her:

- Significant other?
- Relatives?
- Close friends
- Neighbors?
- Co-workers?
- Clients?

Historical Perspective

You gain a lot of insight into behavior if you take into account some of these things:

- Where did she grow up?
- Childhood experiences?
- Childhood pop culture?
- Family life?
- High school?
- College?
- Presidents in her lifetime?
- Wars in her lifetime?
- Family work life?
- Family money life?

Once you've answered these questions, and whatever else that seems relevant to your specific offer, you're ready for the crucial next step...to create your own Tarket into a flesh and blood person.

At the end of this mental exercise, you should have an imaginary friend to sell to. You should go as far as to name your Tarket. It really makes your copy sound personal when you envision somebody real.

Your Tarket can be based on someone you actually know or she can be completely fictional like mine is.

Here's the Tarket I use for Red Hot Copy...



Nikki Stanton, a 38-year-old divorced entrepreneur with a public relations firm she runs out of her home. She's Internet and business savvy. Invests most of her profit back into the business. Lives in San Diego in a gated community with her 10-year-old daughter, Madison. Involved in her daughter's school and drives her to dance classes. Has a home office making approximately \$117,000 per year. Jogs 3 times a week in the neighborhood. She loves to find bargains on designer clothes. And dreams of visiting Italy with her daughter someday.

When I'm writing my copy, I have Nikki pull up a chair and I tell her what's on my mind in a way she can hear me. Then I write it out.

That doesn't mean I don't have male clients or women who are either older or younger than Nikki. It's just a powerful trick to get me to focus on marketing to ONE person – MY Tarket.

And that, my friend, is the fail-proof way you connect with your audience. Don't shortcut this section.