So, congratulations! You've reached the end of this video course. This particular video is Video #8 and we’re going to talk about the buying habits of your perfect buyer – why they buy, what they buy, and things related.

So, I'm going to be visiting two different websites. We’re going to be utilizing the Facebook Ads Audience Insights tool and second of all, we’re going to be utilizing Amazon.com. Amazon is going to reveal to us a lot of good data as far buying habits go and Facebook as well as far as how much they spend, which is something that is not provided by a lot of tools. This information is golden.

What I recommend that you do is do the same thing earlier. So, Gardening – and remember that as we begin to realize by looking at the media kits, by looking at everything else that our perfect buyer, the person that buys those magazines is age 50 and older. As we can see looking at Facebook however, it’s about 45 to 64. Of course, 22% Age 25-34. The media kits however tell us that it’s 50 and older. So, that might mean that 25-34, they might be interested in gardening but they may not be spending as much money on gardening as these people up here. So, that’s essentially what the media kits go with and I tend to just go with the media kits because those are proven magazines, they have spent millions of dollars into advertising and so forth.

I'm going to go with 45-64 so I can go back over there to age and I'm going to switch it to 45-65. So now, I am honing in on my perfect buyer. I am totally ignoring everybody else. Now, you might be thinking, well, won't I be losing sales? Yeah, you might lose a few sales but if you speak primarily to the extremely interactive and engaging audience, you'll be able to speak to everybody else. And these people are most likely to buy from you anyways.

So now that we've honed in on here, what Facebook Ads Audience Insights does now is it begins to show you the lifestyle pertaining to just that specific gender and age bracket. You see how powerful this is and you see how the step-by-step process through this whole video course brings you to this point of realization that this is the perfect buyer?

So now, we can dig into the lifestyle, we can dig into their realistic education levels, relationship, job titles, which we could see overall, it’s consistent across the board.

If we go straight to Household, this will begin to tell us how much they can afford. So most of them are earning 50 to 75 grand. The second highest is 75 to 100 grand. We can see that there's not a whole lot here because gardening does cost money if we think about it. And at the end of the day, gardening does cost money whether you buy seeds or anything else. The soil costs money, the fertilizer costs money, the tools cost money. You have to be kind of making at least some money to actually afford these unless at this point, you have all the tools and everything else.

The reason why I'm saying this out loud to you is because I've realized and I've discovered things along the way. And I really want you to do the exact same thing. As you begin to discover things, just speak it out loud and just write it down, whatever you learned best, just get it ingrained into your brain.

So, home ownership, we could see that about 82% of them own homes and if they don’t own homes, realistically, if they own like an apartment, they can't really go all out as far as gardening goes. That kind of confirms that there. Household size, home market value – how much is their home value now? So, we could see that their home is valued at about $100,000 to $500,000 so kind of upper middle class section.

Spending methods – they use any card, bankcard, travel and entertainment, gas/store. If you look at this picture here, it tells us they do have credit cards. They don’t spend a lot on travel and entertainment. They do spend money on gas, which we all do. They spend a good amount of money on their credit card. So, they mainly use credit card. They don’t use a lot of cash. They do spend money at upscale department stores. So, that kind of gets us thinking probably a woman.

If you click on Purchase, of course, not always but this is our main demographic – so, Purchase, Retail Spending, we can see that it is low as far as retail goes. They're very high as far as online purchases go. If you're selling an online product or service, they're more likely to be into that. US Retail Spending – that might be like the majority of retail. So, gardening is very specialized so they're spending more time on tools and seeds and everything else.

Purchase Behavior – what are they purchasing? This is going to reveal to you a lot of information. Business purchases are obviously not a lot. Household products, pet products, health and beauty, home and garden, food and drink – so they basically spend most of their money on just basic essentials. As you could see here, I could tell you right off the bat, this particular demographic also have tons of pets. They love pets. And so you can see that they spend a lot of money on pet products. So, now that you have mapped out their typical day, you can also get an idea of what other different products you can sell to them, not just within that particular garden niche but other niches as well.

In Market for a Vehicle – we can actually see what kind of vehicles that they purchase; a lot of convertibles/sports cars, mid-sized cars, luxury sedans.

Now that we have a brief idea of what they're spending and how it looks like, we can go over to Amazon and we can type in something like ‘gardening’. I'm going to sort by Average Customer View. Obviously, the more customer reviews, the better and this will tell me what exactly are they spending their money on.

We could see garden knife with extra sharp stainless steel blade. I'm getting the feeling that they want quality tools because if you garden enough, your tools will eventually get used and may rust away. You definitely want good quality stuff. Pruning gloves for about $24. Looking through here, we have $10, $21, $26, $15, $33. You’ll notice I'm looking at the price points, right? The reason being is I want to get an idea, do they spend a lot of money on low-ticket items or do they spend a lot of money on high-ticket items? Or maybe they spend a lot of money on low-ticket items so they can get a lot more supply of tools, books. What this does is it allows us to scroll through and get an idea of what they're buying. If the average customer view is greater, that means that there's a large amount of people that are buying it, because if you think about it, most of us don’t really leave reviews on Amazon. So, the people that do, there are actually a lot more people that buy it as well.

As we go through, we can see a lot of tools – hoe tools, garden knife tools, pruning gloves. We could even click here to get an idea. What I like about Amazon as well is they give you categories within the main category so that you can actually break things down and see and have a better view of what kind of different types of things that are being sold.

So, we've got vegetable plants and seeds. If we do average customer review, this allows us to see what is being bought the most. If we go down through here, you see a lot of seeds. We can also take a look at books too. If I go back over to here and take a look at books, we can see that these books have a good amount of reviews. Each one of these - so, we’re looking at 1,000, 500, 147 – so a really good amount. They're about $15 to $20 each. That gives me an idea of what their price points look like. Of course, I can go through here. I can look at the customer reviews. Generally speaking, what I try to look for is consistent patterns, patterns and what people are saying (the positives), and what people are saying they like, what they're saying that they dislike and everything in between. I look for patterns because patterns generally tell me that there's something consistent. If there's something that is consistent, then that tells me it might be worth looking into.

I hope you enjoyed this video course as much as I enjoyed teaching it. Please, please, make sure you go through the 8 videos. Make sure that you go step-by-step and implement the whole process so that you can find your perfect buyer!