So, congratulations on getting access to this video course on how to find your perfect buyer. I believe that by the end of this video course, you will have a totally different mindset. This is something that really hasn't been talked about a lot on the Internet. I really feel that this is one of the main reasons why a lot of people tend to fail when it comes to building businesses online.

So, this is going to be the introduction and quick overview. I’ll talk about the video course as a whole and then we’re going to talk about mindset and why selling to your audience is more important than selling your products and services straight up. That’s fine to do later on but that’s often times where people start and fail. So, really what we want to do is we want to set you up for success, right? And then we’re going to talk about mind mapping tools that really will help speed up the process of implementation to help you successfully get on the right path.

Okay, so before we get started and talk about mindset and mind mapping tools, I want to give you a quick videos overview of what's inside this video course so you know exactly what to expect. And as you understand how the whole process works, you'll be able to implement this at a faster rate. This is of course, Video #1.

Video #2 is going to be about researching your competition. Now, the reason why you want to research your competition is because at this point in time, your competition, especially the ones that are doing well in the market and in dominating the market are actually gathering data that you need. So, they already have the customers, they already have the traffic; and all you have to do is simply look at them and look at who their buyers are so that you have the right information and you'll be able to figure out who your perfect buyer is, what their likes are, what their dislikes are and everything of that nature.

Video #3 – is we’re going to talk about the basics of profiling. After we have gathered the competition, we want to begin to profile our perfect buyers, and I’ll talk more about that – utilizing certain tools that you can use to find that data out.

Once we have figured that out, the basic data such as who the person is – maybe their age, maybe their income, maybe their education level, we can actually gather even more intel. But before we can do that, we need the basics so that we can match things up and make sure that we are actually headed the right direction. And it will make more sense when we actually go into that particular video.

Video #5 – we’re going to talk about some shortcuts. So, over the years, I have done this many, many times and I've figured out some shortcuts to help you speed the process up. So, we’ll talk about shortcuts in Video #5.

In Video #6, we’re going to talk about a typical day that your perfect buyer goes through. The reason why you want to do this is because it’s going to reveal to you a lot about your perfect buyer. What does their day look like? What are their insecurities? What are their fears? What are their strengths? What are their weaknesses? Everything about them to the point that you know if you place your product and service right in front of them, will they actually buy it or will they just totally ignore you? So, that’s just something good to know before you actually build up your products and services. Because a lot of people make the mistake of just launching their products and services not realizing who their perfect buyer is and then of course later on, wondering – why in the world is their product and service not selling? I'm sure you've been there and I've been there as well. You have made the right choice in taking this first step.

And then of course, Video # 7 – we’re going to talk about media mapping. What that is is we are going to utilize certain media sources to really go deeper and dive deeper into understanding the perspective of your perfect buyer. What are things that they like to watch? What are things that they don’t like? It will just make things more evident to you as far as putting yourself in their shoes. Because sometimes, putting yourselves in other people’s shoes is a hard thing to do. Just say – hey, put yourselves in those shoes and think like them – that’s not always an easy thing to do. But this media mapping in Vide #7, that will definitely clear things up.

And of course, last but not the least, we have Video #8, which is going to be talking about buying habits. So, this is going to reveal to us what they buy. And by knowing that and knowing the habits – how much money do they spend and everything like that, that is going to reveal to you future products and services that you could open up at a later date.

So, this is not just finding a perfect buyer, it’s finding what they want at the end of the day. So, you see why this is so important to how it’s going to make a huge difference in your business? Well, hopefully, at this point, you are excited as much as I am excited about teaching this to you and helping you out.

So, let's talk about mindset. Up until this point, you kind of realize that it is so important to find that perfect buyer. So, really, what I want you to do before you even begin this video course is to understand that the biggest mistake that most product owners make is selling their features alone. So, if you build, say for example a piece of software, a lot of people tell – this software could do this, it could do that; but really what it comes down to is your perfect buyer or maybe your not a responsive buyer even, they're still thinking, “What's in it for me?” right? So, that comes down to benefits. How does a software – maybe the software can speed the process up, but the benefit in that case is that it can save time and if you know their typical day, you could say, “It saves time so if you're trying to rush, you're trying to rush and get your kids ready …” If you know that that is your particular demographic, then you can speak to them, right? But if you know that, let's say for example that they're retired, you could say for example that, “Your kids are out of the house, you're waking up, you're looking for things to do …” or “You're looking to do your business” or whatever that they are trying to do, then you know how to speak to them, right?

So, that’s why benefits are so crucial. You have probably been hammered down and been taught that benefits are crucial but let me challenge that at the same time. Let me ask you, how do you know if these benefits are really the benefits of your perfect buyer? Because if you don’t know your perfect buyer, how do you know if those benefits are really impactful? Do you know even what your perfect buyer looks like? Do you know what their typical day looks like? And do you know their fears and what gets them excited?

You see what I mean here? You need to know your perfect buyer. Without any of that information or that type of intelligence or data about your perfect buyer, you don’t even know if the benefits are going to be impactful or not. So, hopefully, at this point in time, you have a better perspective of why we are taking this particular approach and why this particular mindset is crucial.

Moving on, I want to talk about mind mapping tools and the reason why is because this is not really required but it definitely can help you brainstorm and implement things a lot faster. So, as far as implementation goes, once you’ve mapped things out, map out your typical perfect buyers’ typical day, if you can map that out, you can always go back to it and take a look at it. It’s just easier for the brain to understand things when you map things out. I personally use a free iPhone mind-mapping tool. You don’t have to spend anything else. You can spend $2/$3 to upgrade to a paid version if you would like but there are tons of free mind mapping tools out there that you can use.

If you like free mind mapping tools that you can utilize on your desktop computer, then you might want to check out Xmind. I personally use a software called Lucidchart and Lucidchart is one of the best paid flowchart tools out there and definitely will help you kind of map out things out of your mind. That way, when you take a look at it in the future, like I said, it’s just going to make things a lot easier.

So, with that said, let's move onto Video #2.