

Specialize On An Audience

If you are talking to everybody. Nobody is going to think you are talking to them.

Meaning. If you are offering something that everybody can benefit from. Everybody will think “Oh, its for everybody, obviously it is not for me then! I am an individual and I don’t identify with everybody!”

People have their own identities. They NEVER identify with everyone.

The more general you are in your communications and messages, the less people will react to it and identify with it.

So my advice to you, is to specialize to a specific group of people.

Saying “This product is for middle aged married moms who would like to get in shape for their wedding anniversary.”

Will perform much better than: “This product is for all shapes and sizes of people, in all age categories. You will get in shape with us, whether you need it or not.”

The second statement is very general, and will resonate with very few people.

The first statement might look like it excludes a lot of people, and that makes some companies nervous as they might loose out on some valuable prospects.

But not specifying your message will loose you ALL the prospects, not just some. So specify your communications!

Good look!