

## TOOLS: Lesson 1 – Knowing Your WHO

### Breakthrough Ideas

- **Market First, Product Second:** Understanding your target market deeply before developing or promoting a product ensures that what you offer is something they actually need and want.
- **Empathy and Affinity:** Developing a deep sense of empathy and finding common ground with your target audience allows for more authentic and effective communication.

### Unique Strategies

- **Customer Letter Exercise:** Writing a letter from the perspective of your customer asking for help with a problem only you can solve is a unique strategy to deeply understand their needs, fears, and desires.
- **Demographic and Psychographic Analysis:** Going beyond surface-level demographic information to explore the psychographics of your target customer, including their daily routines, hopes, fears, and dreams.

### Actionable Advice

- **Understand the WHO:** Spend significant time identifying and understanding your ideal customer. This includes not just demographic information but also their daily life, challenges, and aspirations.
- **Use Tools to Know Your Customer:** Leverage AI tools and other resources to gather and analyze data about your target market.
- **Drill Down into Feelings:** Explore not just what your customers do or like, but how they feel about those things. This deeper understanding can guide more resonant copywriting.
- **Speak Their Language:** Incorporate the specific words, jargon, and phrases your target market uses to make your copy feel familiar and relatable.

### Summary and Action Plan

- **Conduct Thorough Market Research:** Start with demographic research but quickly move into psychographic and behavioral analysis to understand the motivations, fears, and desires of your target market.
- **Perform the Customer Letter Exercise:** This exercise will help you to empathize with your target customer on a deeper level, guiding more effective and targeted copywriting.
- **Gather and Analyze Customer Feedback:** Use surveys, social media, and customer interactions to continually refine your understanding of your target market.
- **Implement Findings into Copywriting:** Use your insights to craft copy that speaks directly to the needs, desires, and language of your target market.

### Conclusion

Truly understanding your target customer is foundational to effective copywriting. By approaching this task with the mindset of a project manager and using specific strategies and exercises, you can develop a deep empathy and affinity for your target market. This understanding allows you to write copy that resonates on a

personal level, addressing the real needs and desires of your audience. Remember, successful copywriting is not just about selling a product or service; it's about solving a problem for a very specific WHO.