

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.