



Learning with Leslie
Podcast Episode 129

How to Cater to Your IDEAL Target Person



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google gets bored with you (*laughs*). I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. As usual, another exciting episode for you today.

In today's episode, I'm going to be talking about how to cater to your ideal target person. This is called a number of things by a number of people. The most popular one I have heard is the customer avatar. It's actually a question that was called in to the hotline and once you have defined that ideal target person, what next? Do you think about it? Do you write about it?

What is the step by step? What can you do to take that information and make it actionable. Defining the target is one of the most important steps but, it doesn't stop there. You got to do something about it. What should you do? Well, that's what we're going to be talking about today.

Man, I just realize that I actually sound tired. I mean, I know I'm tired but my voice sounds a little exhausted. I don't know if you noticed it like it's kind of crackling and all that kind of stuff. This is my tired voice. But, you know what? It's all good because I am here to bring the content because that's what I do and I'm always excited to get behind this mic and to share some information with you.

So, what are we going to talk about? First, I have an announcement about Become a Blogger Premium. I want to read a review from iTunes and then, I'm going to play a listener question that was called in from Dr. Nicki from ReverseDiabetesHolistically.com and that's the question

about the customer avatar. This is the question that was called in and I'm actually going to devote this entire episode to answering that question so, you never know if you have a question you want me to answer, you need to call the hotline. That hotline number is 888-835-2414.

I'm going to do my best to answer that question for you.

So, first, let's start with the announcement.

Become a Blogger Premium Announcement

Become a Blogger Premium. If you have been following me for a while, you know that I have this Become a Blogger Premium Course that I closed down because I wanted to work on revamping certain things about it, certain aspects.

Well, I have been doing that and I have been learning a lot over the last few years and every so often, I feel as if the things that I'm learning, I have to distill it into a very easy to consume package and Become a Blogger Premium is the way that I'm able to do that.

One of the things that I did is I added a module that's called Blogging Foundations. The reason I did that is because I found that a lot of people were struggling to build their blogs not because they didn't have a decent idea but, more so because they didn't set the things in place to build a strong foundation.

The stuff that we're talking about in this episode, that is part of it, defining your customer avatar, or as I like to call it, your ideal target person. That is something that is fundamental to building a successful blog.

So, one of the videos in that module is, *defining your ideal target person*. The next one is *how to choose your medium*. Should you be writing? Should you be podcasting? Should you be doing video? I talk about the different things to take it to consideration and how to define what is absolutely best for you.

I also have a video about *defining your unique value proposition* and also one about *how to manage your time*. That is so crucial with me, having a family, being a University professor and doing all the different things that I'm doing, running two online businesses, how do you find the time to do it all? I talk about that in that module.

I have some worksheets that I'm putting together and I am just excited. But, I'm also excited because one of the problems with a lot of these courses is that, when you're dealing with something like Wordpress for installing your blog and all that stuff, it's constantly updated.

Because it's constantly updated, if you make a video showing how to do something today, that might be irrelevant tomorrow. So, I have actually partnered with some Wordpress developers to help to create those videos and to keep them updated all the time! Exciting stuff.

I'm going to be giving you more details about that in the very near future. I'm going to be doing some special things... Man, I'm just excited. I don't know if you can tell that I'm excited but, I'm excited. I hope you're excited too.

An iTunes Review for LWL Podcast

Anyhow, let's move on from that. I want to read a review that was left in iTunes just a few days ago. This is something that I haven't been doing but, you know what? This means so much to me. When you guys go to iTunes and you leave a review, especially one like this which is a five-star review, number one, it shows me that what I'm doing, it's worth putting in that time. I know it's worth it but, to get that feedback, it's always extremely encouraging and not only that, it helps with visibility in iTunes. It helps make the podcast rank higher, get more exposure so that, more people can find this content, so that it can help me on this mission of changing the world one blog at a time.

Customer Reviews

Informative AND entertaining and extremely sincere! ★★★★★
by aabrock

This is one of my favorite podcasts- because Leslie makes you feel right at home. He comes across crystal clear, thanks to his great set-up and so sincere. He doesn't edit the podcasts and yet they give you such a professional, natural feel - not to mention the content! Oh goodness. I cannot believe how much I am STILL learning about the

[...More](#)

Excellent podcast ★★★★★
by FPstudent

I enjoy listening to Leslie's podcast for it's great content on entrepreneurship, podcasting and doing something you love. Leslie is definitely passionate about what he does and it shows in his podcast and videos.

This podcast rocks! ★★★★★
by Vincent B. D.

Really great content. Powerful interviews with excellent ideas on how to build and grow your Internet business.

So, this one was left in iTunes just a few days ago by the Empowerment School. This is what they said, five stars, "Educational, entertaining, and inspirational." Those are the words I love to hear but, this is what he or she continues to say,

"Thank you, Leslie for bringing such a great energy to your shows. It makes my commute go by so quickly. This is by far one of the best podcasts I listen to. I hardly write reviews but, Leslie is not only a very talented blogging expert but, also an amazingly humble and good dude overall. He deserves all the success coming his way for all the value he gives – well worth checking out and subscribing to."

Now, I don't typically read this because you know, it can sound like you're trying to, like you're full of yourself but, it's not about that for me. For me, it's about helping people and to see that the stuff that I'm creating is actually helping people and to hear this kind of stuff, this kind of feedback, man, I want to record 50 episodes, *[laughs]* okay, maybe not... I'm going a little overboard there. But, yes, it really does motivate me to continue doing this.

If you have feedback that you want to leave for this show, I want to encourage you to go to becomeablogger.com/iTunes. That's going to take you to the iTunes listing and you can go ahead and leave a review.

If the podcast is awesome, go ahead and leave a five star. If you hate the podcast, well, just don't listen to the podcast *[laughs]*. Anyhow, thank you whoever is behind the *Empowerment School* for leaving that – extremely encouraging and I really do appreciate that.

What to Do with Your Ideal Target Person

All right, let's move to the hotline because we have a call that was called in by Dr. Nicki. Dr. Nicki, take it away from ReverseDiabetesHolistically.com.

"Hi Leslie! It's Dr. Nicki at ReverseDiabetesHolistically.com. Leslie, I have a request for a podcast episode. I hear a lot about creating my avatar, well, what she looks like, what her mindset is, what her fears are, what she eats for breakfast, which is actually important in my line of work and so, I've done that."



Now, my question is, 'And, now what?' I don't hear a lot at all about what to do with that information. It seems like it could be obvious but, it doesn't feel obvious. So, how do I apply that information to content creation, product building, marketing and any other areas that you think are important. I would just love to hear your creative approach and your wonderful step-by-step that you so often give and that's my request. So, kudos to you. Bye!"

Thank you so much Dr. Nicki for calling that question in. That is an excellent question because you know what? When I think about it, I do hear a lot about this customer avatar thing but, not as much about what to do once you have found that customer avatar. I want to share some really simple things with you that you can do.

I'm going to give you a very practical example that's catered to you since you're the one that called this question in. But, anyone that's listening, you can apply the same exact principles to be able to do something significant with your blog.

I just want to remind you, it's all about creating content to inspire others and even change the world.

Now, when I started with Internet Marketing and then, eventually getting into blogging, I had no idea who my ideal target person was. Now, I'm going to be using the phrase "ideal target person." I'm doing that for a very specific reason.

I hear a lot about customer avatar. I've used the phrase customer avatar but, more recently, I've come to the place where I don't like it very much. I'll tell you why I don't like it.

Number one, it makes it seem like all that person is to you is a customer. I don't like that concept. They're not just a customer. It's an individual. That person is a person. That's number one.

Number two, "an avatar." An avatar sounds kind of like a cartoon character to me. It sounds like something that's not real, not genuine. I know that's not what it's trying to portray but, for me personally, my bias is that it doesn't sound like I am dealing with a human being.

It sounds like I am dealing with a picture that I drew. That to me, doesn't paint a full picture. So, I will call that person your, "ideal target person" because they are a person. Okay so I wish, I thought about this when I got into blogging first. It would have saved me a lot of time, a lot of headache, a lot of stress, all that stuff.

I just created content. I created whatever I felt like creating. I put the content out there some of it, people identified with it. Others ,people didn't identify with it. But, if I knew exactly who I was targeting, it would have been much easier to come up with the content that that person is looking for.

Now, I know exactly who my ideal target person is and it has made my life so much easier. It's made what I do so much clearer because I know what I don't have to do. I know who I don't have to cater to because I am just catering to that one person.

I spoke a bit about this in [Episode 104](#). If you go to becomeablogger.com/episode104, I talk to you about who I believe my ideal target person is both for Become a Blogger and for my Interactive Biology blog and how you can go about constructing that. I just finished making a detailed video about this for the Premium area. I'm excited that Dr. Nicki called this in.

104 How To Set A Firm Foundation For Your Blog

by Leslie Samuel on February 26, 2013 in Blogging, Podcasts

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There are A LOT of blogs on the internet today. Seriously, it seems like everybody and their mothers are blogging.

So, if you're going to start a blog today, you can't just throw anything out there. Well, I guess you can, but if you really want to Create Content that will Inspire Others and even Change The World, you've gotta come correct.

There are some Key mistakes that I see beginning bloggers make and I wanted to provide 5 tips for anyone starting a blog, so that they can set a firm foundation to build their Blogging Empire (muhahahaha).

Actually, these tips can help you even if you've been blogging for years. The truth is, I've only recently started to implement some of them, and it has been

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Okay, so I know who my ideal target person is. I know what she is looking for. I know what she is struggling with. I know her fears and I can provide her with solutions because you know what? As a blogger, as someone that's creating this content, that is what I do.

You said some very key things in there, Dr. Nicki. You said that you know what she struggles with, what her frustrations are and those types of things and you need to become a problem solver because problem solvers build businesses because they can help people accomplish their goals, overcome their fears, get to where they are trying to get.

So, what I want to do is talk about three simple steps. These three steps of course, are going to have different things that you can do within it but, there are three simple steps and I just want you to remember these three. That's how we're going to simplify everything.

#1: Create Content Catering to Your Target Person

Number one, once you know who your ideal target person is you need to create content for that ideal target person. Create content that helps her accomplish her goals. Create content that addresses her fears. Put yourself in your shoes and create the content that she wants.

It sounds simple. That's how I like it. Create content that that person wants to consume.

Now, here's a shortcut. This is one that I got from Marcus Sheridan from TheSalesLion.com when I [interviewed him](#), he gave this as a suggestion and I think it's a great suggestion:

Make a list, really quick. You don't even have to take that much time but, the top 50 questions that she would probably ask about your topic. Just write it down. What are the top 50. Just go without doing too much... You know, this is not a five-day exercise.

Sit down for 30 minutes. So, however long it takes and just come up with a bunch of questions that she might ask and then, you know what you're going to do? You're going to write an article answering each question. That is the content for that person. That is the content that addresses her fears. That is the content that helps her to accomplish her goal, bring her closer to what she is trying to accomplish in life.

All right, so just pull out a sheet of paper or if you're like me and you're doing it on your laptop, pull out your laptop, open a Word process, or Evernote or something of that sort and just start brainstorming as quickly as you can a list of 50 questions.

Then, over the next few months, you're going to go about answering those questions. The key is, she needs to find exactly what she is looking for and she's going to find it in a number of ways. She's going to find it because somebody is going to share it on Facebook.

She's going to find it because she goes to Google and she does a search and as your site gains authority, that post that answers that question gets listed in Google in the search results and she comes to your site.



Or, someone tells her about it because they know that it's something that she needs. Create that content. Make sure that content is awesome and that it helps her to accomplish her goals. That's number one. We got that out of the way.

#2: Go Where Your Ideal Target Person is and Provide Value

Now, number two. Go where she is and provide value. Go where she is and provide value. There are a bunch of places online that you can go.

For example, I went to Facebook just now, just before recording this podcast and I did a search for diabetes. When I did a search, I went to "more results" and looked for specifically groups about diabetes. Then, I see a number of groups. I see there's Diabetes Type I group, I see a Diabetes Family group, Diabetes Club 2.0, Diabetes Chat Tips, Ideas, and Friendly Support, and the list goes on and on and on.

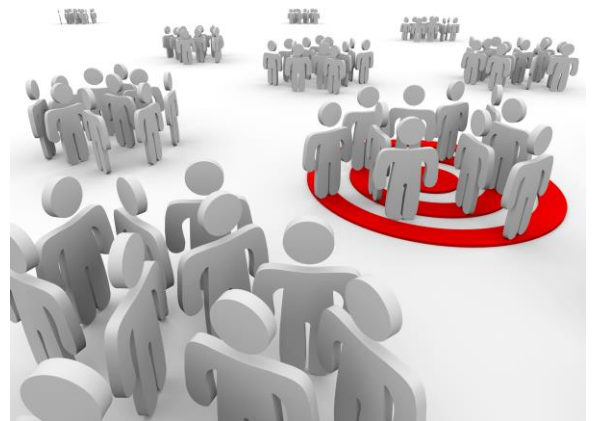
These are all groups that you can join. Now, I'm not going to tell you to go and join every single group. You need to be strategic about what you are doing, about where you are spending your time and you need to manage your time wisely.

But, if you decide that Facebook is the platform that you want to focus on for getting people to your blog, you want to go and join some of these groups. That's what I would do if I were starting a blog today.

When you join these groups, what you do next is extremely important because what a lot of people tend to do and this is what I see so often, they find groups, or they find pages and they come to those pages and say, "Hey, check out my blog. It's all about diabetes. Check out what I'm doing, it's going to help you." No, do not do that.

Go there. Offer value. If people have questions, answer those questions. Give insightful tips. Share things that they are going to consider valuable because then, they are going to see you. They might come to your profile and say, "Hey, you have this blog that's all about reversing diabetes holistically."

They might come to that blog and check that blog out and see, "Woah! This is the content that is exactly for me," because you did step one, you creating that content and now, that they see



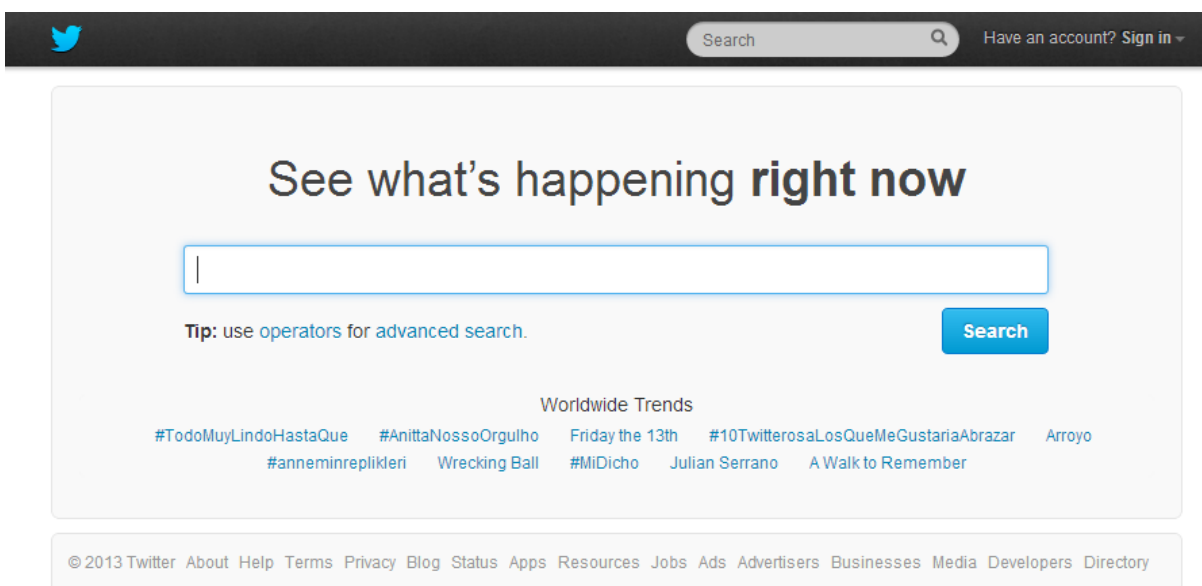
that content is there, they are going to be more likely to come back, to share it, to find value in it, to subscribe to your email newsletter, to purchase your products and all that stuff.

That's [Facebook groups](#). That's one way. Another way you can do it is going to LinkedIn groups. I went to [LinkedIn](#). I searched for Diabetes and I see there's "Diabetes Research Institute Foundation," "Americans with Diabetes," and I can see how many discussions there were over the last month.

For example, "D-Life, it's your diabetes life." I can see there were 467 discussions and 1584 members. That's a place that you can contribute value.

You can also do it in [Google+ communities](#). Go to Google+. Do a search for Diabetes and then, select communities. I see there's a diabetes community, there's a diabetes care and cost community, a bunch of different communities around the topic of diabetes. These are all places that you can go and contribute value.

Another example of what you can do. This is something that I started doing for my Biology blog and it worked very well. I went to [Twitter Search](#), search.twitter.com and I just did a search for diabetes. What that will tell me is all of the tweets that are happening right now that are related to diabetes.



The image is a screenshot of the Twitter search page. At the top, there is a dark header with the Twitter logo on the left, a search bar in the center, and a link to "Have an account? Sign in" on the right. Below the header, the main content area has a light gray background. It features the heading "See what's happening right now" in a large, bold font. Underneath this heading is a search input field with a blue border. Below the input field, there is a tip: "Tip: use operators for advanced search." and a blue "Search" button. Further down, there is a section titled "Worldwide Trends" which lists several trending topics: #TodoMuyLindoHastaQue, #AnittaNossoOrgulho, Friday the 13th, #10TwitterosaLosQueMeGustariaAbrazar, Arroyo, #anneminreplikeri, Wrecking Ball, #MiDicho, Julian Serrano, and A Walk to Remember. At the very bottom of the page, there is a footer with copyright information: "© 2013 Twitter" and a list of links: About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Ads, Advertisers, Businesses, Media, Developers, and Directory.

So, I see that there's one individual here that just tweeted, diabetes doesn't define me but, it helps explain me. Tweets from a girl with an unemployed pancreas. Then, I see a bunch of other tweets and pictures and all these different types of things about people talking about diabetes. These are individuals that you can engage in discussion.

I remember when I did it for my Biology site, I noticed someone tweeted that they were struggling with a specific thing in Anatomy.

I said, "Hey, I have a video that deals exactly with that. Go and check it out." Do you know what he did? He went immediately and then, he thanked me because it was something that offered a significant amount of value. Now, that is more blatant promotion but, it was promotion in a way that directly helps them solve a problem that they are dealing with right then and right there.

So, you don't want to be spammy but, you want to offer value. That's another way of doing it.

What about other bloggers? Are there other bloggers that cater to that target person, that ideal target person you have for your blog. Of course, there are. Connect with those bloggers. Comment on their blogs and get to know them. Try to engage them in discussion so that, you can have those relationships that can result in so much. You never know, you might be able to do a guest post on their blog. You might be able to be interviewed by them or interview them or whatever connecting with other bloggers is a very strategic and important thing that you can do to build your online presence.



Another thing that you can do in terms of going where they are and providing value is by going to conferences. This is where offline meets online. A lot of people underestimate the value of in person meetings.

I met a lot of people online that when I met them in person, it did something to our relationship that took things to the next level. A lot of people in my niche, I was able to connect with them because I went to these conferences and now, I consider them to be very close personal friends.

Going to these offline events, these conferences, these meetups. You can go to meetup.com and see if there are any meetups in your area dealing specifically with the topic of diabetes.

If there are, why not go? Why not see what's going on? Why not connect with people on a one-on-one basis or on a group basis when you're at these conferences. Go to these places and just connect and give value.

So, tip number one, create that content. Then, number two, go where the people are, that target person, go where she is and provide value to her. When she sees that you're an expert on reversing diabetes holistically, she is going to be more likely to check stuff out because you've been where she is providing that value.

#3: LOVE Your Ideal Target Person

That's number two. And, number three, which is the last and final one but, one of the most important ones. Love that person. What do I mean by that? Treat each person as a person. Nurture relationships with those people, with that specific target person that you're trying to reach.

In this world of blogging, social media and all of the stuff that's happening today, we tend to think in big numbers. When someone has an email list with 46 subscribers or 96 subscribers, you tend to get a response like, "I only have 96 subscribers." "I only have 46 subscribers."



But, that means you have 46 or 96 people that are actually looking forward to your content. Your speaking and they are listening. Imagine, teaching a class of ninety something people. They are listening to what you have to say. Each person is significant.

So, do things. Do little special things for those people to connect with them and to allow them to connect with you on a different level.

Whether it is connecting with them on Skype or by doing a Google Hangout, or on social networks like Facebook and Twitter and... I almost said MySpace, not MySpace but, you get the point. Google+, LinkedIn, wherever. Connect with those individuals and then, go beyond what is expected of you.

They might just be expecting you to create content and they read that content. They might not be expecting you to respond to every comment that they leave. They might not be expecting you to really try to go outside of your blog and connect with them in genuine ways on Facebook, Twitter, on wherever they might find themselves.

In person, on Skype, on Hangouts. All these different things. That is going beyond what is expected.

Do things that don't even make sense for you to do but, things that offer value to them and helps you to nurture that relationship.

Just the other day, just yesterday, someone in the Become a Blogger community was having problems getting their podcast listed in iTunes. I got access to their account. I checked their Feedburner stuff and figured out what was going on.

I got it fixed for them. It took me some time but, you know what? It was something that added value to that relationship. As a result of that, that individual is going to feel connected to me in a different way than all the other bloggers that are out there that just give great advice.

Now, you won't be able to do this all the time. I am not able to do this all the time but, when you do have the opportunity to do it, do it well. That is something that I strongly believe in. You want to be able to connect with people in a real way that goes beyond what is expected.

Those are my three things:

1. Create content that targets that ideal target person, helps address their fears as if you're in their shoes and creating the content that she wants.
2. Go where she is and provide a ton of value. I'm not talking about just doing a bunch of spam promotion and all that kind of stuff. I'm talking about providing value.
3. Love that person. Treat that person like a special person. This person means something to you because you know what? They are a real person.

That's pretty much it. Let me start my music right here. I hope you got a ton of value from that. I really and truly do hope you got a ton of value from that. Dr. Nicki, I hope that answers your question. Everyone else that's listening, I am talking to you, too. I want you to know that and I want you to take these tips and apply them to your business.

And, if you do, come back and let me know how it goes. [This is Episode 129](#). Go to Becomeablogger.com/episode129 to leave your feedback. Yes, that's it.

If you're enjoying this, as I mentioned a little earlier, I'd appreciate it if you'd head on over to iTunes and leave an honest review. Becomeablogger.com/iTunes.

And, if you are trying to start a blog or you have a blog and you're trying to get it going in a way where you can create content, inspire others and change the world, head on over to my free blogging course at freebloggingvideos.com where you get to follow me as I show you exactly

how I built my blog into successful online businesses, how many others have done the same and how you can do it so that, we can change the world one blog at a time.

Freebloggingvideos.com, it's free, it's actionable, and it's awesome. So, that's pretty much it for this episode. This is Leslie Samuel from BecomeaBlogger.com and until next time, take care and God bless!