

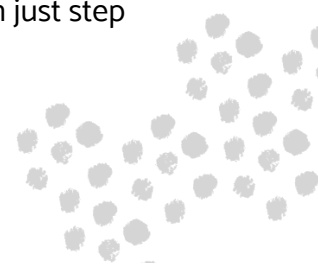
So who is your person? This is what we're going to really key in on today and what we're going to focus on. When I say, who is your person? You know, people call them different things. It could be personal buyer persona or a marketing persona or your target market. I usually refer to that, I call them my people or my peeps, just to keep an alignment with the theme of the normal lingo of what is a customer avatar essentially, and who needs one?

The short answer when it comes to customer avatars, and you can call them, I'd love to know what you call... whether it's a customer avatar or your target market or whatever you want to call it. Like I say, I just feel a real affinity with my people, so I call them my person, my people, my peeps. It feels more real to me than to kind of label somebody a customer avatar. That just sounds a little, I don't know. Well, and certainly not a buyer persona, that just doesn't seem very warm and fuzzy at all to me, but that's just my two cents. You can call them whenever you want, you just have to define who they are.

And again, who needs one? Everyone. There's not a business model out there that doesn't need to know who their customer is and what they care about and what drives them to buy. So everyone, don't think just because your business is this, that, or the other thing, that you don't need to understand your customer. And when I say customer, notice I'm saying customer, I'm not saying customers. And there is a distinction there because we definitely need to focus in on the one person. I'm going to explain that in just a second, but bear with me a little bit.

So what is a customer avatar? A customer avatar is, it's just a detailed profile of who you think your ideal person is. It doesn't make assumptions or categorize people into groups, so it's not like saying I just serve a realtor. You know, it's not necessarily that. It focuses on your perfect customer and outlines everything about them. Because what happens when you understand your person you will start to see commonalities. You'll start to understand that there's a lot of unique features that everyone of your customers have. And it really starts to get clear in your content creation, is really going to start to come together. It makes a world of difference, I promise you, when you know who your who is. You'll have people say to you like, "Well, how did you know that? It's like you're in my head or you're reading my mind." So it's super important that you understand who your customer is.

Now this is a stunning number, and I want you guys to wrap your head around this. And I'm the first one to raise my hand and put myself in this category and have been in this category off and on over the years, many times. Less than 1% of entrepreneurs figure out who their ideal person is. What! Like seriously? I mean, go ahead. Get the big eyes and think. And then just step



back from that statistic for just a second, and just be honest with yourself. Do you really know your person? Do you understand them? Do you understand their struggles?

So that's a stunning statistic that, like less than 1% of people, entrepreneurs, business owners, understand their person. And that's why I wanted to start here and that's why I think we all need to get really clear on our person. Now, I will say this, your person will evolve more than likely. As you get to know them more intimately, you'll start to pick up more and more characteristics of your person, and that's something we'll talk about too, but still you've got to know your person. It's super important.

And why? Why do you need to know your person? Because that person becomes the person who's going to buy from you repeatedly. So let me paint the picture of why this is important. So if somebody is... Well, one, the money is in the list. I want to talk about that real quick because a lot of people say it and I don't think a lot of people hear it. And I will also own that. I was that person too for the longest time. I didn't realize that social media wasn't going to create tons of sales for me, it really did circle back to the list. 90 plus percent of my sales comes from my list, it doesn't come from a post on social media. And that's why it's so important for us to move our social media connections to our list.

So critical piece of it, but then again, just getting them on your list is not going to ensure sales, you have to connect, and I call it, loving them up and supporting them and build relationships with your list, so that they will be the people who salivate when you put out your next offer, because they're going to be the right people. If you speak to the right people and you serve the right people, and they say, "Yes," they want to be on your list, then every time you put something out, you're going to have people snapping up your offers because they're going to be the right people. And you're going to be solving the right problems for them because you know them, you understand them. And again, it's super important that you understand who that person is.

And when I say person, I keep saying person, you got to figure out who you're talking to. If you try talking to like everyone, you're going to lose, and I have learned this lesson the hard way over and over. And sometimes I'm like, "Am I going back down this road again? I feel like I am." A lot of people will say riches are in the niches, whatever word you want to... however pronunciation you want to use. I usually say niches. But when it comes to understanding the fact that being super broad and trying to serve everyone, does not serve you and it certainly does not serve those you're trying to serve, because they get confused.



They're like, "Are you for me or you not for me?" If you're trying to help this person over there and you're talking to that person, I thought I was your person. What's going on? I don't get what you're saying to that person over there. So it can be very, very confusing. And I've had this conversation internally with the team. I've had this conversation with so many entrepreneurs over the years, as I've tried to help them narrow down their focus in their business and to define how they serve. And this question pops up, oh, so often. And it is, "Yeah, well, aren't I narrowing my options by choosing one person to sell to?"

That seems like counterproductive. It's like people fight me on it all the time. They're like, "I don't understand why you would say that, Kim," but let me give you maybe a quick example of some brand that you probably... well, like not probably, you will absolutely understand. Apple is a huge brand, right? Who buys Apple stuff? I mean, think about it. Who is Apple's one person? Can you like imagine that person? You probably think in yourself, well, maybe they're young people, they're hip, they're tech savvy, they're trendy. Maybe they're on the go and they're about town all the time. But when it comes to the one person that they're talking to, it's not that. I mean, otherwise, how would you... I bet some of you have mothers or fathers or grandparents who have an iPad. You see them in the coffee shop, right?

So clearly, even though they're talking to one person, he or she is not only the person buying from Apple. So when I say one person, it is about the commonalities and Apple in particular is all about how their devices solve a problem for people, right? Which we're going to define these into two categories in just a moment, leading with the solution that you offer, and then how do you... Sometimes people will self-select into that, or really defining your person with specificity. So this will start to make more sense in just a second, so bear with me a sec.

Okay. So again, when you try marketing to everyone, you're marketing to no one. It goes back to understanding that when you are talking to your person, they're like, "Oh yeah," and they're leaning in. They're like, "She or he gets me. They're talking to me. I know they're talking to me." Versus, "Yeah, yeah, no, that's not me. I'm not interested." And they turn you off in a hot second. It can be like a deal-breaker if you're not talking the language that your person needs to hear. So trust me on this. I've done this over and over again. I've made this mistake over and over again. So really getting clear on your who, is important.

So your ideal customer profile is going to be your guide. It's going to be kind of a roadmap for creating the right kind of content, the right kind of products and services, so that when you do put it out into the world, your person or your people are going to just snap it up. They're going to self-select there, they're going to be like, "Yes, that is going to solve a problem for me," or,

"Yes, that is going to help me. I want that." And that's the difference maker, it is it's a core thing, but again, 1% of people really figure this out. So when you really get clear on how you serve and who you serve, things start to click, things start to fall into alignment, and it makes your life much easier and your bank account increases.

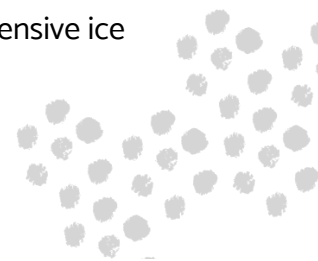
But how do you figure this out? Like it is hard and I'm not going to lie to you. What I'm getting ready to tell you is my best strategies for helping to define things for my business and how I teach it to others, but the reality of it is you do have to do some work on the issue. You do have to figure out and spend the time to understand your person.

So let's take a look at Nicole. Nicole is a mom with two littles. And some of you may recognize this person, it may be you. That she left corporate to be at home. She's struggling to figure out what to do next. She wants to regain her self-worth, she's not sure of her self-worth anymore. I mean, going back to, she wants to regain it, she's just not sure where her value proposition lies anymore. When she was at work, she knew she was giving value and she felt valued in that workplace, but now she's just not sure anymore. She knows she needs something and she's struggling to figure out what's next. She wants to get clear on what's next. She wants to build her new normal. She wants to find some meaning in her work. Maybe she wants to figure out how she can work from home, and more importantly life. Like her personal life is, it's all reflected inside of her personal life. All of this stuff that's going on in her life, is also reflected in her personal life.

So she wants to move forward in a positive way, right? She wants to be happy. She wants to wake up every morning and say, "I've got this. I know where I'm supposed to be and the value I bring into the world." So she is one customer avatar. See how much more the picture for your customer avatar becomes so much more real, if you will, when you start to really dig into what drives your person and what their struggles are. What they wake up worrying about at night, what is impacting their personal lives. When you really get deep into that, then you start to get your person.

Because the reality of it is when we sell things, whether it's a product or service to others, what drives them to buy our stuff? Like what is that? It could be a combination of what I just shared with you if this is your customer avatar or a version of your customer avatar, but it could be a variety of other things too.

Here's another example. Here's Jane. She's 30 years old. She's working at a job she doesn't like. She works out three times a week. She likes to watch Sex in the City, and she eats expensive ice



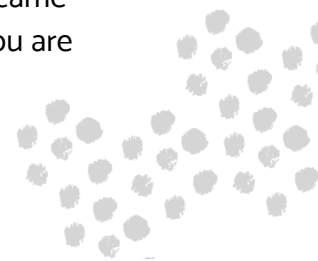
cream. You see those details really give us a lot more clarity than just saying that my person is a woman between the ages of 35 and 55, boom! Which is what most people do. Most people when it comes to trying to say, "Hey, this is my customer avatar," they're very generic. They don't get to know their person. And if you don't get to know your person, it will hurt your business. Not it can hurt your business, it will hurt your business.

So a few years ago, well, actually, I guess, it has been last year. It was just last year. I was at digital marketers conference. It is Traffic & Conversion. It's called Traffic & Conversion. And Rachel Hollis, so many of you may have heard of Rachel Hollis, and she was talking about... she was one of the speakers and she was talking about her journey. And so many people just know her for her most recent books because they've been bestsellers, right? New York Bestsellers list, both of her last books, but she said, "The reality is I've written six books." And she said, "And I've spent years getting to know my person." She said, "The reason that I was able to hit the bestseller list is because I did the work. I spent time with my person. I got to know my person. I know my person inside and out. I talk to my person every day."

In other words, she's in her Facebook groups, she's on social media, she's talking and connecting to her people every day. She knows them. She understands what drives them. She is, in some cases, which we'll talk about in just a second, sometimes we are that person or a previous version of that person. So the reason, again, she really keyed in on that is she had spent six plus years really understanding, digging into her person, connecting to her person. And by virtue of that, when she came out with her book, her people supported her and they wanted her book. They craved her book, they couldn't wait to snap it up, because they knew she got them. And it makes such a huge difference, guys, when you get your person.

Okay. So I want to... I don't remember when I first heard this, but it was so resonated with me and it is definitely true for me. And I would bet you that for many of you, you can say the same. My person is a previous version of me. So I get them. The problem with embracing this, just in all transparency, when you embrace that you know your person, that they are a previous version of you, so you're like, "Yeah, I got them. I've been there. I know that." The problem with it is this, the danger, if you will, is that you forget sometimes where you came from. So you have to always be cognizant of that because once you know something and you've learned it, sometimes you forget to go back to the basics.

Some people don't know things that you... You have the expectation that people just know things that you just take for granted these days, right? So you can't forget where you came from in order to serve a previous version of you. But for many of you, I bet you, that you are



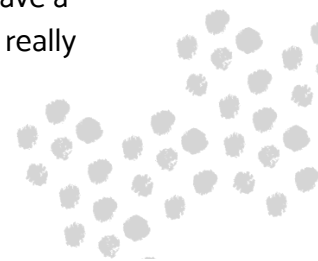
absolutely serving a previous version or your experiences that you have had through life, your ideal person could possibly have had some of those similar experiences. So you understand them, you have a baseline connection with them, you have some relatability with them. So if that's the case then, again, just be cognizant of it because the danger, like I said, is in forgetting certain things. Because you've either worked through them, you've already come to a realization that, and it's become comfortable. You know certain things now. Whereas when you first started, you didn't. Especially if you're in the knowledge space, where you're teaching knowledge, sometimes we forget things like that.

But what if you're just starting out and you don't have a clue who your person is? And feel free to drop in if you are that person where, "Golly! This is like foreign language, Kim. I don't know. I don't know who my person is. I have no clue who my person is." So let's walk through this and see how you go about finding your ideal person. And I am going to challenge you, those of you who think you know your person, I would say that you don't know your person, at least not with enough specificity that you should know your person. So those of you who think you know who your person is, I think there's opportunity for you in the three ideas that I'm getting ready to share too.

Would encourage you to do the exercises just to see if you truly do understand your person. So I've got three ideas to jumpstart your creative juices with this process. How do you figure out who your person is. Now, this may be a little bit uncomfortable for you, but I really, really want to key in on this, because this is one of the fastest ways that you can figure out and understand and really dig deep into your person.

Interview three to five people. I would suggest more than three and five would be optimal, but if you can't find those people, again, some of you may be saying, "Well, how would I, if I don't know who my person is, then how do I interview three to five people?" Now, this is where maybe the second, third strategies that I have for you would key in, you can circle back to. But for those of you who may know who your person is, just reach out to three to five of those people and ask them if they would be okay to answer a few questions.

And so, what would those questions look like? You know, things like, tell me what your current situation is as it relates to whatever problem you solve, right? Because you want to know where they are right now. What are their biggest frustrations when it comes to whatever the problem you solve are? What do you think you struggle the most with? Before you embrace fixing this problem, what has to happen first? So start to really dig into the core of it. Don't just have a random conversation and hope that you figure out what you need to know, dig in and really



ask the hard questions. You know, things like, "What's preventing you from taking action on solving the problem that you have? What would your life look like if you had solved this problem and you no longer had this problem?" So taking the time to really talk with people and ask them some tough questions, will be invaluable.

So those of you that are already students in the List Building to Profit course, I would encourage you to look within the group and see if any of the group members might be your ideal client and reach out to one another and have those conversations, those internal conversations. I would suggest that if they're willing to do it face-to-face, and now I know we're in the COVID-19 era, so when I say face-to-face I mean a Zoom call or a FaceTime call. Zoom call I think would be optimal because I would like to suggest that you record the call. And the reason I am going to, as long as the other party is okay with it, you do have to get permission, but if the other party is okay with it, I would suggest that you transcribe that call and you can use some of the language that that person shared with you in some of your content, in your copy.

Because if one person, if your ideal person, says certain things and you hear it from two or three others, that is a commonality. You're starting to get a real clear picture of what your ideal person struggles with. So it starts to get clear in your head, and then you can start to message that, and that message is going to attract more of the same type of person. Is this making sense? Yeah. Right. So I'm hoping it's making sense and it's clicking for you guys.

So my second strategy for you guys, and honestly, this is probably one of the best ways in my opinion to really start to listen and connect with your ideal person, but it does require a little bit of work. And you have to spend some time in some of these groups, but if somebody has built a group of your people, it's a great opportunity for you to say, "Okay, there's my people. How can I learn from them? How can I get more information? How can I connect with them?"

Now, I'm going to give you a caveat here. Most groups do have rules. So if you don't own the group, and you're not an admin in the group, you need to make sure you check the group rules and abide by them. I'm going to give you a couple of examples, I literally pulled out of Facebook groups that I'm in, just this morning. I pulled these examples out and wanted to share them with you. So before I do that though, I want to share how you can search for groups. Like if you don't know who has a group of your people, then you can go to [facebook.com/group](https://www.facebook.com/group), and you can do a search. Facebook will suggest groups for you. I don't



know how they do that because I'm looking at some of the groups that they suggested for me and I'm like, "Yeah, no. No, not interested." But they do suggest some for you.

You can see some of your friends groups. So sometimes you might be able to find groups like that. They are also broken down into categories. So if you're looking for business themed groups, you can click on the business category and Facebook will propagate some suggestions for you. But my, and again, you can also discover groups by typing in keywords or key phrases based on what you're looking for. So let me show you an example of that.

Oh, again, using that feature, you can do, the Groups feature where you're searching within inside of the group platform, but you can also use the Search bar, just the straight up Search bar inside of Facebook. And you can type in a search term or a keyword, and then whatever comes up can be sorted using the tab across the top. So you can sort just groups, you can sort by pages, marketplace, videos, et cetera, et cetera. But in this particular example, typing in a key phrase or a key word or a search string, and then you can go over, click on Groups, and Facebook will pull up all the groups that have the key phrase in the group name. So that's a great way for you to find groups that you can like join and connect and find your ideal people in.

So if you didn't know you could do that, you can. And I highly recommend that you do that, and I'm going to show you why this matters. So, like I said, just this morning, I went into a Facebook group and I noticed that this particular example was somebody that says, "Yay! I'm super excited to offer my tips and tricks on manifesting journaling, this free guide, blah, blah, blah." And she doesn't leave, this is important, she doesn't leave a link. So essentially she's saying, "I would love it," and in fact, she does say, "If you're interested just let me know you're interested and I'll send it to you privately."

So she's trying to of course, showcase that she's excited that she's just got her freebie done, and this is the exciting part. She's in a group of her people, and 107 people say, "Yeah, I want that. Can you give it? Can you send it to me?" So now that's, obviously, it's going to take a little bit of work on her part, she's going to have to send her landing page to 107 people, but that's a great way for her to find her people. And more importantly, she's moving them to her list at the same time.

So she's saying, "Hey, I've got this. If you're interested, let me know, and I'll send it to you." And 107 people as of this morning, had already said, "Yes," they wanted it, which I thought was



interesting. Now, she does not own this group, she's just in a group of people that are her ideal client, and it does matter.

You can also look for questions pertaining to your niche or the problem that you solve. So here's another example. I keep seeing them mentioned, not just here but other entrepreneurs on my pages, what exactly does a social media manager do? So if you are somebody who is a social media manager or you serve social media managers, this is an opportunity to give value back to the group and the people. And not only is it just an opportunity for you to step in and showcase your knowledge and your expertise, but you also can learn a ton from listening in to the other comments in this thread.

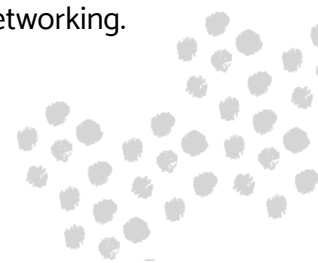
So there'll be other people who say, "Yeah, you're right. I didn't know about this. I would love to know more." So it's an opportunity to connect and find your people within someone else's group.

You can also inside of a group, any group, by the way, any group, you can go to, if you're a member of that group, there's a search feature in the group, and you can just type in, need help with or need help, and you will find all posts that have the term, need help or need help with. And that gives you an opportunity to showcase your expertise or to provide a solution for people. Let's say you might have a freebie that creates a solution for the problem that they've said they have, that's an opportunity for you to say, "Listen, I have something that would probably help you with that, blah, blah, blah."

Now, is this work? Yes. Is it worth it? Yes. Yes. Yes, it is. It goes back to what I shared with you about Rachel Hollis. She did the work guys and she spent six years doing the work, talking to her people, connecting with her people. And now she's on the New York Bestseller list. Now, that's not to say you are out there trying to write a book and be a New York Bestseller, but you are trying to sell to your people. So you've got to connect and find your people, and you got to speak to them around things that they care about. You've got to be relatable to them. So it matters.

So my third strategy for you is to find influencers in your niche and check out the comments in their social feeds and their blogs. So some people are like, "Well, that's kind of like sneaky, isn't it?" It's fine. No, I think there's so much value in this.

Just yesterday, if you were not on my live interview that I did for my Marketing That Grows Your Business show, I interviewed my friend Mike [Kohala 00:39:14], and we talked about networking.



And he specifically talked about influencers. And it was a such a great conversation because we talked about, not only connecting with influencers, that's important because you could have the potential of having them bring you into their community, but also just connecting and giving value back to their community. Because when you do that, their community is going to start connecting with you as well. So really spending the time to listen, hear, connect with your people wherever they are, is a way to, again, bring them into your community.

Now, this road does never end. That's not a correct sentence. Let me restate that. This road doesn't end. You always have to be learning about your person. You always need to have your ear to the ground. You need to understand what they're going through, what their struggles are, what their pain points are. And then how you match your value, the things that you do to those struggles. So it's not a one-and-done, you always need to be open to listening and hearing and connecting and talking with your people guys.

So it's I think lots of times we get complacent and maybe a little bit lazy. You know, I'm just saying, and certainly I've done that myself, but it goes back to, we just have to stay connected. And when we do that, seriously magical things happen.

So now I'm going to shift gears just a little bit. So let me take a quick sip here. We've talked a lot about, do you know who your person is? But you also need to know what value you bring to your person. And sometimes you can lead with the value you bring to your person, and let me talk a little bit about why it's really important. It's important to understand how you match up what you do to the right people. It's like, for example, and this is a crazy example, but it's a good analogy.

If you're selling or trying to sell dog food to cat lovers chances are your sales are probably going to be a little slim, right? But if you're trying to sell dog food to dog lovers, boom! Right? I know that's a crazy analogy, but it makes sense in the context of you've got dog food, you need a dog lover or somebody who owns a dog to buy the dog food. Hello, that's common sense. You need to match up what you do to, and the problems you solve or your product or service solves, to the right person. And once you understand your value, then you also can match it up. It's a matchy-matchy thing.

You know, I got this product or service and you can get a lot clearer or have your ideal client or customer or customer avatar, self-select in, based off of the value you bring. It goes back to if I'm selling dog food, then I have to position my dog food as the best dog food out there so that the dog buyers are obviously going to self-select in and say, "Yeah, your dog food is the best.



I'm going to buy from you." Because the reality of it is that all of us do a lot. I mean, there's probably, there's no niche out there that is totally unique in the context of, there's not a 100 other people doing exactly the same thing. So how we serve our clients can be, and our clients or our customers can be totally different than somebody else who does the same exact thing, we bring our own flavor to it, right?

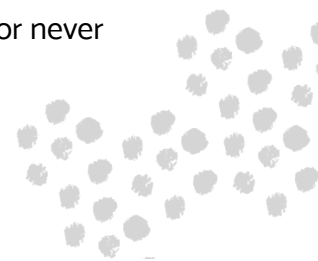
So knowing what we do and how we solve a problem and the value we bring to our communities or even prospective communities, if we don't have one yet, is huge. And it stops us from throwing spaghetti at the wall and hoping something sticks. How many of you guys feel like you've done that? I mean, there's no judgment here. I have done it a lot. I'm like, "Oh yeah, okay. I know my client needs this or I know my..." And this is another trap we fall into, especially if you think your client or your customer is a previous version of yourself. Because you know, you know what they need.

That doesn't matter. Lots of times I have found that even what we're doing right now, I can shout it from the rooftops that people need to be list building, and I know it to be true, but so few will listen and hear me. So even though I know it, I know it's true, I know they need to be doing it, I still have to get them to understand it and want it and understand that they need to be doing it. Right?

So I bet you guys have so done the same thing, where you've thrown something out there, you've created something, and then it's crickets. Nobody buys anything. That's usually because you don't understand your value and you haven't matched it up. Because it does no good to have something value-based if nobody wants it. It's not because what you've created isn't value-based, you just didn't listen. You didn't hear what people really want and are willing to pay for. So again, that goes back to why it's so important to understand your who.

Okay. So I want to talk just a quick second about a journey that I've been on. And I bet many of you are potentially in this boat and might not understand what you do. And more importantly, the value you bring and succinctly telling people about it. So I have struggled with this for years. I'm in the middle of rebranding, and by the way, I've been in the middle of rebranding my site for two years. No joke. We're almost there. I think we have a launch date, middle of this month. Middle of... Yeah, middle of this month. So only a couple of weeks away, I think.

Anyway, I was introduced to Donald Miller, I don't even know. It's probably been a year, year and a half back. And he wrote a book called Building a StoryBrand. I'm actually going to randomly choose somebody today to gift this book to. If you have not read this book or never



heard of Donald Miller before then definitely check him out because it's a way for you to understand and clarify, it's a system for clarifying your message, so that your customers will self-identify in.

And this is something that I, like I said, I've struggled with understanding how I could succinctly say what I do. So let me kind of share my value proposition with you guys, and maybe it'll start to get clearer. So, and this is like, I mean, I'm just slamming everything into a few sentences here because I probably do way more than this, but I'm just trying to articulate what I do for my community.

I help online entrepreneurs make more money. I'm really passionate about helping people make more money in their businesses using digital and social media. I primarily focus on multiple revenue streams and how they create revenue, more revenue, in their business. I do a lot of live video training. I do course content, but I absolutely... It's my red line. I operate from a place of walk the talk. And meaning I don't try to share things with people that I have no experience with, I like to tell people things that I've done in my own business, and I try to take the complex things that I've done to create revenue and simplify them so that other people learning curves are shortened and they can get to the money faster. That pretty much sums up what I feel my value proposition is and how I try to articulate it, but that's a lot.

Like if somebody was just to say, "Well, that's a lot, Kim. Right?" So I was like, "Okay, how do I skinny that up to what really matters for the person that I'm trying to serve?" And I'm like, "Okay, I help online entrepreneurs make more money." That's pretty streamlined, right? But it's not about me, it's about the person I serve. And that's one of the basic things that you will learn if you read Donald Miller's book. He's like, "It's not about us at all." And if you think about your website right now, when somebody comes there, is it all about you? Is your messaging all about you, instead of it being about the person you serve?

So this is the evolution of how I've had to work my way backwards for my value proposition. So, like I said, we're getting ready to roll out the rebrand, this is a little sneak peek of what the website's going to look like, but we're literally making changes. Like right now the your business should make you money, we're going to change that to, if you want to make more money in your business, I would love to help. So I want to make it about them and me coming alongside them at my person as a guide and as a helper in a way to assist them to achieve the goal they want. If they want more money in their business then I'm their gal, is kind of what I'm trying to say. I'm there to help, but I'm not about like trying to toot my horn.



So see the differences in how the evolution from this version, I help online entrepreneurs make more money, to if you want to make more money in your business, I'm here to help. See this makes such a big difference, right? And more people I think will be attracted to this model. And again, this is not me saying to my ideal client, "You're my person." So I'm not saying, "Hey, realtor. Hey, dog food lover or whatever," I'm offering a solution to a problem that I think they have. And if they have that problem, they're going to self-select in.

So it's a slightly different approach and mindset behind matching up your value proposition with your person. If you get really clear on what you do and how you help people, then your person's going to self-select in. Now, there will still be commonalities by the way. So it's still important to understand your person, but it's also really important to get clear on the front side of this so that you understand how you serve people.

So let me give you a couple of examples. Here's another one. Work less, sell more. A simple marketing that grows your small business. So if I'm a small business owner and I want to work less and sell more, I'm like, "Yeah, I'm going to schedule a call." See the difference? Again, it's just a self-selection. You're basically sharing how you help people in a very simple way and they self-select in.

Here's another example. We build websites that look great, create leads, and grow your business. Okay. If I'm looking for a website and I want my website to look great, I wanted to create leads, and I absolutely want my website to drive more business, then I'm going to schedule a free consultation. See the difference? It makes such a huge difference. Because now they're saying, I'm going to come alongside you. This is what we do. We can match your need with our brilliance. But it's not about them, it's about, we can solve this problem for you. They are very clear on how they solve a problem and their result of that problem. You know, looking great, creating leads and growing their business.

So I want you to think about your ideal customer, what are their personal details? And I seriously get in the weeds with this. Like I know my person. Primarily, I attract more women than men to me, which it makes sense, I guess, in the context of, I'm a woman, maybe more women are attracted to me, but... Golly! That's going down the road a little bit. Anyway, let's just keep it simple in this context of usually my buyers are more women than men. But I also know that a lot of them are, they're parents, they're faith-based, they shop at Target. A lot of those kind of core things, I have dug deeper.



Think about it. Dig a little deeper too. What does their day-to-day life look like? Many of my people struggle day-to-day to keep their focus. Again, they're out there, they're trying to work their business, they are attracted to shiny objects. What does your person look like? What does their day-to-day look like? What problems do they have and how do you solve them? And if you don't know yet, you can find out. There is so many ways of finding out, you just have to do a little digging.

What does their solution to their problems look like? What do they really want more than anything? A lot of times people will say they want more time, freedom, more money in their business, but you have to really dig a little bit deeper than that, because that's not really true. I mean, they do want it, but are they willing to work for it? So you have to find out what really drives them in order to facilitate what they think they want.

And then what would they be willing to pay almost anything for? And then how can your product or service match up to what they want, need and or desire? So this is something that will change your business, guys, if you commit to really figuring this out. I promise this. It makes such a world of difference if you understand your person.

So those of you who are already in the course, I do have a couple of things, some homework for you, and you'll have the rest of today and tomorrow to focus in on this and work through it. So I have a customer avatar worksheet for you. It really asks the hard questions. And if you don't know those answers, then follow some of the guidelines I gave you today, the ideas. Find some Facebook groups, go in and spend some time in those groups. You know, copy and paste text, copy and paste some of the comments into your document or make a separate document so that you can kind of start to piece together the problems that your person has, the language they use when they are describing their problems.

All of those types of things are going to start to matter as you... If you want to create, one, if you want to attract the person, the right people to you, and then you want to serve that person with content that they're going to care about enough to the degree that when you do offer up something for sale, they're going to raise their hand and say, "Yeah, absolutely. I want that." So you definitely have a customer avatar worksheet that you can go through.

And then I also have a, who do you serve? That is kind of like a, I call it like a post-it note. It kind of streamlines your person and just sums them up kind of. It doesn't negate the fact that you still need to do this part in order to get to this part, but it'll give you a, what I call just like a



thumbnail, if you will, of your person. And definitely important that you understand who your person is.

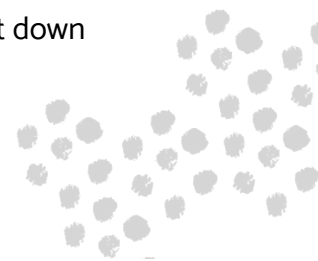
All right. So I have, I think that, yeah, I think we're up to questions now. So let me just pull myself back up here and see if we have any questions. And if, by the way, if you have gotten value out of today and you're like, "I need to learn how to list build," I would like to say that the List Building to Profit course is more than just, "Hey, how do I get somebody on my list?" It is about how do you nurture and support, well, one, attract the right person, and then once you've got that person on your list, how do you nurture them, support them, grow a relationship with them so that every time you put out an offer they're throwing their credit cards at you.

If you're interested, if you're on Facebook live with me, and currently a student, you can check out all of the details at kimgarst.com/listbuilding and I'll just, I think I still have that on. Yep, there we go. So kimgarst.com/listbuilding. But for all the students that are already in the course, I'm super excited that you're here. I'm really looking forward to working with you guys on this.

So Kim asks, "Could you talk about multiple avatars or multiple problems solved?" Yes. You can have multiple, great question by the way, Kim. You can have multiple avatars and multiple problems that you solve, you just have to have an avatar profile for every problem you solve. So if you're in a couple of different niches or a couple... you need to understand when you talk to your person that that person could be totally different than a person that's going to buy something else from you. Right? And that's why you also need to understand that as those people come onto your list, you need to segment them. You need to know who those people are, so that you can talk to those people differently than you would the other person on your list that is in a different... you solve a different problem for them. So segmentation is super important, but it's also super important to understand the persona behind each buyer.

And Judy says, "How do you start from zero?" Judy, we go over that. I kind of talked about it today. In fact, if you are just jumping on, you can listen to the replay. I go over it, go over three ways, if you're just getting started. Three ways to find your person.

All right. Thank you, Lisa. That just makes my heart sing. So Lisa says, "Being on your list for a while, I love how you nurture and love your list and I want some more of that knowledge." Yes. So it's important to understand that just because you get somebody on your list that you can ignore them. Like that would be like... I'll give you a great example, and I bet you all can relate to this, each and every one of you. Have you ever walked into a restaurant and you sat down



and you order something, your food arrives maybe, and then your server never returns. And then you have to call the manager finally, because you're just frustrated.

Has that ever happened to anybody? Well, that's kind of like what happens if somebody comes onto your list and they get whatever you promise them initially, and then they never hear from you unless you want something from them. So it's super important that you love of your people and build relationships with those people.

Absolutely, Alex. I'm glad you're here. Hope you got some value out of it. Thank you, Jackie. Let's see. I'm just trying to see what questions... So Jules says, "Do the Facebook viewers have access to the Building Customer Profile worksheet?" No, Jules. Unfortunately, just those that are currently students. I created those for just the students.

Yes. So Kim says, "Do you use automation?" Yes. Automation, absolutely. So I'll just quickly paint the picture of maybe one scenario of how people come onto your list. Maybe you have something that's value-based that solves one problem, which I'm going to teach this, by the way, I teach this inside of the course, how you create a freebie or I call them ethical bribes where, "Hey, I have this PDF or I have this worksheet or this checklist or this audio file or this video series, that solves a problem for your ideal person." And they're willing to trade their email address in exchange for that.

So when they exchange their email address for it, you have to have a mechanism or an automation to deliver what they've said they wanted. And so, yes, automation absolutely has to happen. And then the next thing that I'm a big fan of automating is what I call the initial love up phase, which is just a nurture sequence. Where you have a series of emails, which I teach as well inside of the course, that continues to show up in their inboxes over a course of three to five days, seven days, depending on how you want to spread it out, so that they see that you're continuing to love them up and add value to their lives and to their businesses if that's the kind of value you're giving.

And that's important that you don't just send them what they ask for and then disappear like, right? That's like, again, going back to the server, they bring you your food, but they forget to bring you anything else. You know, they don't bring you your drink or whatever, they don't offer you up a refill or nowadays you have to ask for salt and pepper, whatever. You get the picture, right? So that is all automated.



And once you set up the automations one time, every time somebody comes onto your list and says, "Hey, I want that freebie." They get the freebie, but then the follow on sequence has happened too. They get whatever your nurture sequence looks like. So you have an always on structure system for loving up your new people. And so, yeah, I absolutely feel that your email service provider should be set up for automation.

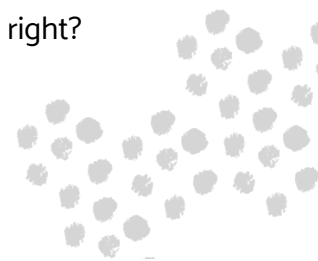
All right. I am so glad you guys are here. I see a lot of questions. I'm just trying to make sure I catch most of them. Thank you guys. I know that those of you who have been in some of my previous courses, you guys are popping in the hashtag question. Thank you for that. It helps me find them quickly. And I'm thinking that, Ronda, by the way, guys, I should have said this on the front side. I know those of you who have been with me in previous courses know Ronda. Ronda Moore is my CMO. She's my Chief Marketing Officer. And she draws the short end of the stick on these lives because she's the only team member that is in the same time zone as me.

So she gets to answer a lot of questions, but she's also very knowledgeable. So she can answer questions most of the time that you would ask me. So that is, if you haven't connected with her, especially if you're already a student, definitely connect with her and you'll see her in the group a lot. She's very proactive. She's my right arm, I couldn't do without her.

All right. So Alex says, "How do I activate so that you can see the question like how Kim's question shows up on the screen?" That's actually something I do on my side, Alex. It's a tool I use called StreamYard and it allows me to pull in the questions so you guys can see them.

Thank you, Jules. I'm so glad you're here. I hope you do join us in the course. Like I said before, this is something I'm super passionate about, it has driven most of the revenue in my business. And when it comes to sharing it, I think a lot of people, or teaching it, I think a lot of people kind of get cold feet because they think it's hard, but if you'll do the work one time, get it going, you can list build. You can build that list every day with some core strategies. And it does require shifting our mindset and getting intentional with it. I was one of those people who didn't. So all of you who are like dragging your feet, I was you. I get that. I heard the money was in the list over and over again, but it went in one ear and out the other. I was like, "Okay. Okay. Okay, here's my freebie," but I wasn't intentional with it. But when I really got intentional with understanding the value of a list, it really, really skyrocketed my business.

So Kim is saying, she works for a nonprofit organization, "Do you have any advice?" I really believe that any business, and any type of business whether they're for profit or nonprofit, should be building a list. In your case, Kim, I can't forget your name because Kim, Kim, right?



But you could be building a list of potential contributors or from a fundraising perspective, but staying connected to not only prospective... people who've donated before, donators perspective and existing, and being top of mind. Letting them know what's going on with your fundraising efforts or your nonprofit, it's the best way to continue to dip into those pocketbooks or into those wallets. And so many do not do it. It is stunning to me how much money is left on the table because people think this is hard or they just don't take the time to do it. But it is the lifeblood of any company, in my opinion.

And if you take care of your existing customers, love them up, whether they're customers or whether they're donators or whatever term depending on your model, they will bring more people your way. And they'll certainly be top of mind when it comes to, you'll be top of mind if you stay connected with them, when it comes to the ask.

All right. So, yes, Jillian, we are talking email lists. Yes. So building an email list. So the course is all about that. List Building to Profit is the title of the course. And if you're not currently a student, you still can get in. I'm not sure how long we're keeping the card open, I think just through the course of today. So you've missed out on some bonuses, but you can still get in.

And I got to say the content is delivered live just like we are right now, a Q and A on the end of every session, so if that matters. And those of you who are students feel free, we'll make sure that we go back and answer all your questions inside of the group if they didn't get answered today. But, yeah, you guys take advantage of the group, take advantage of each other and the connection and the collaborations that will happen in there. It's going to be amazing.

I'm looking forward to working with you guys and getting this done and getting you up and running to where you can consistently grow your list each and every day. All right, take care of yourselves, stay safe, and God bless.

