



“Turning a Shotgun into a Rifle”

No, we don't mean re-tooling the barrel or switching to slugs (there are enough of those already in advertising and marketing). What we plan to do is improve the gun, bullet, target, and marksman all at the same time. Then, even if you do use “slugs”, they will be more effective coming out of the barrel.

For you non-shooters, a shotgun is great when you have a target that's too difficult to hit or there are too many targets for one round; but when you can see the target real well, and you know how to handle a rifle - correcting for windage and elevation, knowing the distance to the target, knowing the range of your weapon - you can squeeze off a round and score a 10X every time. That's what we are going to learn, how to hit the target with as much efficiency as possible. After all, a shotgun needs a lot of power behind all those little pellets to have any impact. It's the same thing with advertising. Bet you never thought about it quite like that, did you?

The last chapter told you how to figure out where your customers were (the pins in the map?), now we are going to figure out how to get more people like those people into your business.

First, stay away from shotguns (broadcast and other mass media) unless you have plenty of ammunition (M-O-N-E-Y), or you just like to hear a big noise. We will talk more about that later.

Second, try and figure out how many of those people who are like your customers there really are in the market and where they are; then how many of those are really going to want what you have to sell; where you are selling it; for the price you are selling it at.

The target starts getting sort of small, doesn't it?

Now, tell them what it is you have to sell; where you sell it; and for what price. Simple. And keep it simple. In fact, remember the KISS concept (Keep It Simple, Stupid). You don't need to try any trick shots until you have mastered the basics of hitting the first target first - trick shots develop later.

Last, remember that the people you are talking to are like the people who are already buying from you. So, talk to them like you talk to your customers. Use a rifle: in this case, maybe direct mail or flyers or neighborhood papers. In the right hands, a .22 can be more effective at hitting the target than a cannon loaded with grapeshot.

Wait a minute, before you go off half cocked, your pinned map might show that you have two totally different targets - at least geographically: one local; and, if you happen to be located where a lot of convention and tourism takes place, an out-of-town target.



Well, guess what?

The same kind of neighborhood patterns are going to appear because people who travel happen to have similar habits and patterns. They have a tendency to buy the same types of products. You might even find that some of these people are fairly regular customers - stopping in and buying from you whenever they are in town. If that's the case, start planning on sending out sales information and brochures to these people, and their neighbors, on a regular basis. You might be surprised how many mail order sales you can generate and, in the process, begin a whole new profit center.

Either way, whether you target locally or beyond, once you know "who" and "what" you can find more and more of them. Just generate your list using geodemographics (remember that one?).

Oh, one other thing, an expert shot doesn't need a lot of expensive equipment to be good, he just needs to know how to use what he's got. Good hunting.
