

Your Target as a Marketer

Gail Buckley

www.PLRContentSource.com

As a marketer, it's up to you to figure out what you should present to your target market. People often want to take the easy way out. They think they can just slap some content up, use some unchanged PLR, and drive droves of traffic to their website.

But, the traffic and the money can't be your main or only focus. If it is, then people will not come. They won't visit your site, they won't follow you on social media, and they won't buy what you have to offer. But, if offering value to them is your main focus, they will come.

When you provide value to people, you are reaching them on a deeper level. You are giving them something they need. That's something they will never forget –both consciously and subconsciously. You aren't just trying to attract traffic and customers for right now. You're trying to attract devoted followers who will read everything you write and buy everything you put out.

Targeting the Money Instead Of the Value

Let's go a little deeper into what happens if you target the money instead of the value. We all want to earn more money. That's why we started our business in the first place. You have major goals for your life, for your family, and for your bank account.

That's why so many people fall prey to quick fix marketing techniques. They want that pushbutton solution that promises to help them earn untold sums of money and more traffic than they can handle. Other marketers sell you on the idea that their system or process will help you

earn money from nothing. The fancy sales pages hypnotize you in a way that seems impossible to break away from.

So you buy those techniques and try that software and get frustrated because those pushbutton solutions to earning money don't work. Spamming your links everywhere doesn't earn you money. Rehashing content doesn't earn you money. And even if these things work in the short-term, they certainly don't work in the long term.

Don't get me wrong –it is important to set monetary goals. You have to know how much money you would like to earn and how you intend to earn it. But, if you focus more on the value you offer people and the lives you can change, the money will follow.

You have to remember that people don't pay you for *things*. They trade money for some kind of value that only you can provide. If you focus on the money you're earning, you'll no doubt fall short of your goals more often than not.

Targeting the Value Instead Of the Money

Something amazing happens when you target the value instead of the money. Yes, I fully hope to earn money with every product I put out. But, I also have the mindset that if I help to change the life of just one person, I've met a major goal of mine.

When people get started making money online, they are often unsure of which direction they want to go in. There are so many different business models and niches out there to focus on. This usually leads to people starting and stopping various projects and starting and stopping various business models. It's rare that the novice Internet marketer follows through and finds success with something, because there are so many distractions.

Part of the problem is that people who are not out to provide value to them lure them in. They are just out to make a buck. It's not a good feeling

to be treated that way and it does not lead to your success. The same holds true for your readers and customers.

That's why you have to stand out in your marketplace. You have to become someone who has the reputation of always providing value. And not just any kind of value. What you put out there should be innovative, unique, and mindful of exactly what the people in your niche need.

This is a big part of the reason the free business model works. When you focus on offering extremely valuable products or content for free, you're spreading your value far and wide. You're able to impact the lives of so many more people than you would have if you were offering the product for a fee.

The universe works in wonderful ways. If you positively impact the lives of more people, your life will be positively impacted as well. I'm a strong believer that the good you put out into the world will come back to you tenfold.

I've always been a big Zig Ziglar fan, and especially this quote of his: "You can have everything in life you want if you just help enough other people get what they want."

Focus on providing value to people with free products. Focus on providing value to people with paid products. Focus on providing huge value to people with your personal attention through your high-end coaching, consulting, and memberships. Obviously, people will get the most value through personal interaction with you. This is incidentally, also where the money is.



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