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HOW TO ATTRACT PAYING CUSTOMERS

One of the biggest challenges a lot of small business owners face these days is a small audience.

They have great products and services but they are not making sales.

They probably even have the lowest price in the market but they are still not making sales.

All because they are selling to no one in particular.

This class will teach you the crucial steps I and my students have used to generate quality leads that are still paying us as our customers now.

Most of the things I will be revealing to you in this 3 days program are not something new but they are underestimated.

These principles and guidelines have been tested and trusted by me and my students.

So without wasting much of our time, I will dive straight into the outline.

OUTLINE

Day One: Defining and identifying your target market

Day Two: The Power of FREE

Day Three: Nurturing into Paying Customers

DAY ONE

DEFINING AND UNDERSTANDING YOUR TARGET MARKET

I laugh a lot when I ask some people who are their target audience and they say everybody.

This is more or less wasting your time in the business world because you need to come to a realization soon enough that

NOT EVERYBODY IS YOUR TARGET MARKET.

Why did I say this?

In a world of 7 billion people, is it possible we all like the same thing? Hell NO

There's also a saying that selling to everybody means selling to Nobody.

So you see why it's paramount you define your target audience so you can always tailor everything you are doing to them.

Another problem I see a lot of people do have is how to define their target audience and I will be simplifying this for you right now.

No matter what you are selling or the niche that you are, there are some very essential questions you must ask yourself and answer yourself to prepare a customer avatar.

What is a **customer avatar**?

A **customer avatar** is a detailed profile of your ideal **customer**. The **avatar** focuses on one person and outlines everything about them.

So what exactly are these questions you need to ask yourself.

1. What age range is my customer?

This basically means how old is your customer.

You can't say you wanna sell Diabetes products to someone of 18 to 25 years old.

So this is Crystal clear

If you are so confused concerning this

You can get this using Facebook Audience Insight tool

It's very easy to use.

2. What gender is my customer?

Are you selling to a male or female?

You can also sell to both male and female though

Like you can sell Data and airtime for both male and female

3. Where's my customer living?

This is a tricky Question but has a very easy answer.

You can decide to sell to any location in as much as you can be able to deliver there.

Buh I prefer running my research to get my customers' location.

I will recommend two valuable tools for you.

Use Google trends (trends.google.com) to search for your keywords

It will bring the locations of your customers

You can also use Facebook audience insights tool.

Sweet right???

4. Where does my customer hangout online?

Like Facebook, whatsapp, instagram,etc

You can use your intuition here.

But you can also make research on Facebook groups and WhatsApp TVs

Just go to Facebook search bar and search for your niche.

It will bring out groups and pages related to your niche.

You use WhatsApp TVs to get your audience on WhatsApp

Clear???

5. What are my customer's biggest frustrations and challenges?

Use Answer the public (Answerthepublic.com) to get your answer

Input your keywords and target Nigeria to get various Questions people has been asking concerning your niche.

Another platform to use is Quora.

It's an app that's available for download anywhere.

If you register, you will be asked to choose your interest space

Choose your niche to see questions and answers people are asking.

Clear right??

6. What are my customer's hopes, dreams and desires?

Use the tools above to get the answers to this question too

It's pretty simple but not easy

7. What is my customer's preferred form of communication?

That's on you 😂😂

It all depends on the platform you are using

It also depends on the available tools you have.

You can use email

You can use text message

You can use phone calls

WhatsApp DM,etc.

8. What is my customer level of education?

You can get this on Facebook audience insights tool.

You can also use common intuition for this.

Your product will determine your customer level of education.

All these questions are necessary because people only buy and keep buying from you when they feel you understand them perfectly.

You should really sweat over this part because if done well, the remaining things are just mere wash.

Let me give you some useful websites to get answers to most of these questions.

- [Google trends](#) ; This shows the number of searches of a particular keyword over a period of time in a particular location. As the name implies, it shows anything being searched by people on Google concerning your keyword.
- [Answerthepublic.com](#) : This is my lovely website where I spend most of the time researching. It shows all the questions that are being asked on a particular keyword. Let's assume you input Fashion, it will show you all the questions people have been asking concerning Fashion on Google.
- [Quora](#) : I bet a lot of people don't know about the existence of this website or app as it may be. By logging into Quora, you will be asked to choose your interest and you will get a lot of questions people are coming to ask concerning your interest.

These websites and many more are used to define and understand your target audience. Let's go use the power of free to draw people into your DM right away.

DAY TWO

THE POWER OF FREE

I call this chapter the power of free because we will be luring your target audience into your DM using a free bait or lead magnet called HVCO.

What is **HVCO**?

This is also known as a high value content offer given to your target audience for free.

People really don't joke with the word free and that is why we are also going to use it in getting our own share of the market now.

There are some features your HVCO must have though.

1. It must be solving a critical problem

From the research done yesterday, you must have understood your customers' critical problem

Yeah right?

So you create something solving that problem for free.

2. It must be something they will pay for or something they won't be told initially

You must give them something they will pay for on a normal level.

Don't compile crappy things and call it HVCO.

It's no more High Value abeg 😂

Another scenario is telling them things people won't tell them on a norms.

An example of this is telling your customers how to identify fake bags as a bag seller.

3. Your HVCO must be simple and straight to the point

It's not a must your HVCO has 20 pages or be 10 days class.

It can be 3 pages.

The main point is for it to solve the particular problem

You get right??

**4. It can be in different formats like Ebook,
video, audio, etc.**

This means you can have your HVCO in different formats.

Like a makeup artist can use Video tutorials on how to apply Foundation correctly on your face.

So your HVCO format depends on what you do.

The goal of HVCO is to offer your prospects value in the form of a solution to their problems for FREE.

There are two major ways to get your HVCO to your target audience. These are Paid Method and Organic method.

Paid Method is mainly Advertisement on various platforms like Facebook(recommended), WhatsApp,Instagram,Google,etc.

I will not be teaching you how to run ads now or you can take my course to understand better.

This method brings a huge ROI if done well. Just like it has worked for me and my students.

There are ways to structure your ads and graphics to get conversion.

Like your headline

Your Sub headline

Your main copy (the body)

Then your call to Action

These things are very important or else

You will keep calling advert a scam.

Just learn these things and you won't waste money on advert again.

Just learn these things and you won't waste money on advert again.

Organic Method is mainly adverts done without payment like word of mouth marketing, repost by your friends or existing customers, posting on Facebook groups, posting on various free platforms like Quora to boost more Free traffic.

This method is essential for a start up business with little capital.

Facebook groups are really one of the best for this.

Go to Facebook search bar and input your niche whereby you will click on the groups and pages to find the one with more engagement.

Ask the admins for permission and post. Boom

Your audience base is growing.

COMPONENTS OF HVCO

1. Attention grabbing Headline/ title that practically forces them to read your HVCO. An example is "Secrets to triple your sales in 30 days finally revealed"
2. Each point of your HVCO should touch a burning issue or pain of your target market. They will keep reading if they feel the HVCO is talking to them.
3. Keep it stupidly simple. HVCO of 5 pages doesn't mean it's not valuable. Make it short and straight to the point so people don't get tired.

No matter the niche you are, you can create HVCO. Some examples can be found below.

- 5 ways to identify a Fake bag from the Original.
- How to detect errors in your design that your graphics designer will never tell you.
- How to burn Fats without going to the gym. etc

You now have people sitting in your inbox now, the question is

How do I turn them to Paying Customers?? Let's find out in the next chapter.

DAY THREE

NURTURING INTO PAYING CUSTOMERS

You have people sitting in your DM waiting for you to sell to them.

Yes, you heard me right. They are waiting for you to sell to them.

But you tried selling to them and they didn't buy, why?

It's all because you aren't doing it right. Selling is a process that's not done in a day or two.

So after giving out the free HVCO, what else have you given out after that?

Have you warmed them up? Do you create educational contents for them?

The thin line between paying customers and non paying customers is **your content**.

Have you ever heard the phrase **CONTENT IS KING?**

Why then haven't you treated your Content like a King.

Because you gave out HVCO doesn't mean they will buy immediately.

They need to get familiar with you, see you as an expert in your niche.

Solve their problems for free. Show up to them consistently and how can you achieve all these?

It's all in your contents.

You see why you shouldn't play with contents.

How do you create content?

After running your research, you will get some problems your audience seems to have and you will find a solution to them.

And those solutions will be your contents.

An example is this present class

I ran a survey and discovered the majority are faced with the problem of getting new customers and boom.

I prepared a solution for them as a 3 day class provided they refer their friends.

So they help in referring their friends to me and they are also learning how to attract paying customers.

Win win for us right?

The next step is for you to pitch your offers to them after giving them massive value (your contents) for free.

And they will give you their money because they trust you now.

Let me give an example below.

You sell sneakers

After running your research, you discovered a lot of people are complaining about peeled sneakers after 1 month.

Definitely, this is a fake sneakers and you will create a solution for them through your HVCO.

You create a free ebook on how to identify original sneakers from the fake ones.

After luring them to your DM with both paid and organic adverts.

You start feeding them by educating them like how to style their sneakers with jeans.

Type of sneakers to wear on jeans bla bla.

You educate them on the type of sneakers to wear during the rainy season and you will tell them you sell it too.

They will buy because;

- 1. They already take you as an expert**
- 2. You already fed them with free contents and they believe you can't sell rubbish for them**
- 3. They trust you already**

You see it's that simple to get paying customers.

But you might still not get them to pay you if you don't learn the fundamental sales closing procedure.

And this is where my **SALES EXPLOSION COURSE** comes in.

This is a visual course (video format) that teaches you all you need to triple your sales in just 30 days.

Unfortunately, this course isn't for everybody. This course is for you if you are tired of not making sales.

This course is for you that's tired of hearing the mantra '***i will get back to you***'

This course is for you that's ready to triple your sales in 30 days.

If you are in this category, come with me.

What will you learn in this course?

- 1. How to run intense market research to determine your target audience and what they want to buy (worth 5,000 naira)***
- 2. How to build your audience base of chronic buyers (worth 3,000 naira)***
- 3. How to create engaging contents that will keep your audience glued to your timeline and portray you as an expert (worth 10,000 naira)***
- 4. How to write copy that forces people to buy (worth 10,500 naira)***
- 5. Design flyers that shows you are a professional (worth 3,750 naira)***
- 6. How to run Facebook ads that drag people into your DM (worth 25,000 naira)***
- 7. How to close all sales and negotiations that will make people beg you to take their money (worth 10,000 naira).***

This course is comfortably sitting on N67,250..

Less right? I know it's very less but i really wanna help you triple your sales in 30 days.

So I won't even be giving you anything up to that.

N50,000? NO

N20,000? NO

N10,000? Fair enough but NO.

I will be giving a huge discount for the first 10 people to order this course right now.

You get to pay just N5,000 for this embodiment of knowledge.

That's my own way of helping in this corona period.

See what some of my students are saying concerning the course below;

I learn a lot
And am applying it in my sales
But I have some questions 12:59 PM

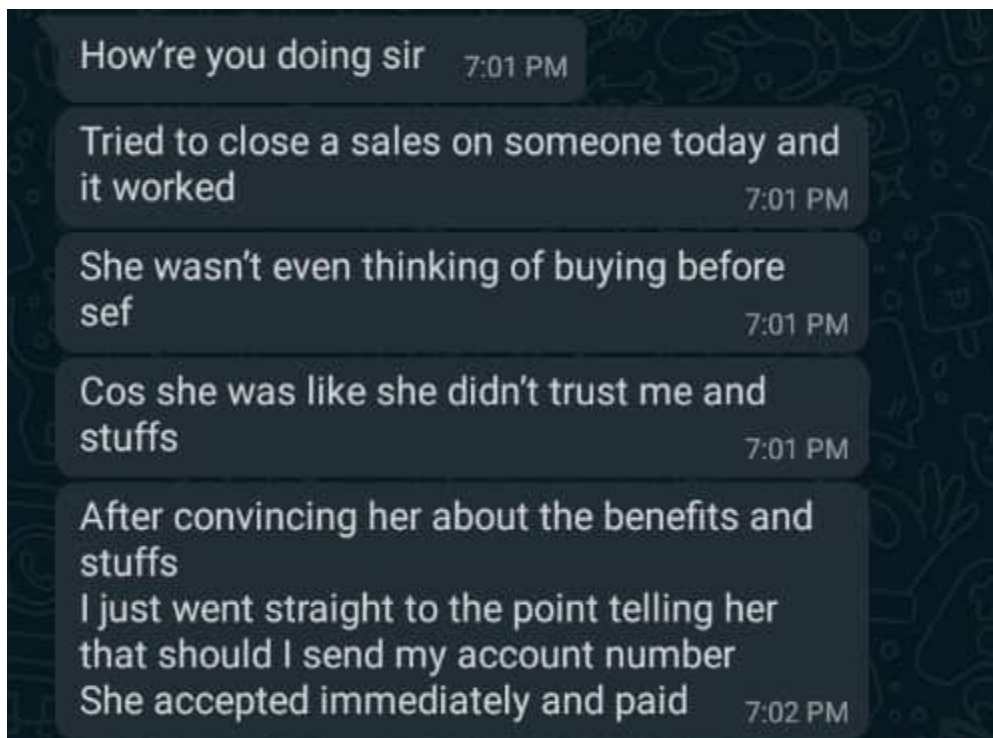
If am to rate it
Am gonna give it a 5 star 12:59 PM

That video eh
I did like 35 videos before I could choose one
😊😊 7:32 PM

Thanks for the class sir 7:32 PM

It has really ginged my spirit up 7:33 PM

I was so glad I paid for the class because I
was not only treated like a student but like a
family
And every days lecture was great and I really
learnt a lot
My sales has also increased a bit because I
implemented just few of what was thought
in the class
I'm sure when I start implementing all, it will
change totally
Thank you for this great knowledge sir
God bless you 7:05 PM



Do you want to give your testimonies like this too?

Grab this discount now because i am only giving it out to 10 people.

And guess What?

My crazy 100% guarantee is always here. If after watching half of the course and you feel it's not what you want (which is very unlikely to happen)

You can just call me and request for your refund and you get it almost immediately with no questions asked.

Fair right??

To grab this discounted price now, send SALES EXPLOSION to the number below on WhatsApp now!!

08055960092.

Meanwhile over 1,000 people are reading this book right now. Book your slot before it's too late.

Thanks for reading.