

The Handbook for Business, the Bible

Making a choice

Have you seen tradies advertising, "no job too big or too small?" This is the sort of message that comes from owners that haven't identified their ideal customer or job.

And what about retailers running a 50% off sale...a tactic that may please today's shoppers but could irritate those who recently paid full price. Their message is in effect, 'we'll sell anything to anyone, value-seekers or price shoppers alike.'

I see too many businesses like this...choosing to be all-things-to-all-people, meaning...

...Their resources, effort and knowledge are being spread too thin

...Then with so many variables to juggle, managing becomes really frustrating

...And they end up dealing with too many of the wrong customers, and not enough right ones!

Consider these examples of ordinary businesses that target a specific niche:

- * The dentist who specialises in wisdom teeth
- * The builder who only does home extensions
- * The truckie that transports boats
- * The mechanic that services European cars
- * The bookkeeper who works exclusively for churches & charities
- * And here's a 'goldmine retail/online' opportunity: A clothing store for men over 60.

My counsel for you, as a business owner:

Identify the different customer groups or segments you serve; then **choose** one to be your premium group (for this exercise); that choice might be based on...

- a) The segment you are most attracted to or prefer working with
- b) The product or service that provides the highest margin
- c) The people with a specific problem that you have a unique & best solution to.

Once your group is identified and chosen...

1. **LEARN** all you can about them - their pain, frustration, likes, dislikes and desires
2. Then **CREATE** a unique product or service package that solves their main problem
3. **TEST** various Handbook marketing tactics (from the website); and monitor the results
4. Finally, **decide** if it's worth pursuing this as your premium group; or to choose another.

The Bible, our Handbook counsel: Joshua 24:15 (NKJV) ...

"...choose for yourselves this day whom you will serve..."

Other Scriptures (NKJV):

Proverbs 14:12, "There is a way that seems right to a man, but its end is the way of death"

Proverbs 12:15, "The way of a fool is right in his own eyes, but he who heeds counsel is wise"

Proverbs 24:27, "Prepare your outside work, make it fit...in the field...afterward build your house"

Joshua 24:15, "...choose for yourselves this day whom you will serve, whether the gods which your fathers served...or the gods of the Amorites...but as for me and my house, we will serve the LORD"