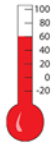
Who Should You Target and Who's Most Likely to Convert?



Temperature to YOU

HOT
I'm a Fan!

Warm
I'm Familiar

COLD
Who Are You?

Content/Education/Information

1. What do they need to know/understand before they will convert?
2. What objections/barriers do they have?
3. What are they thinking about/worried about before they convert?
4. What are they researching (asking google) before they convert?
5. What is their main pain point that they have?

Red Hot Prospects

BUYERS!

Great Audience

How Do You Get Them Here?

Waste of Time

Worth a Shot

Level 1	Level 2	Level 3	Level 4	Level 5
No Desire	Maybe, BUT ... Does it work? Is it worth the work?	I Can't Because	How Do I Start? What Should I Buy?	Proven Buyers How do I improve?
	Case Study/ Success Story	Case Studies of of somebody who had the same hurdle	5 examples of how to ____	WARNING: Don't do another _____ until you read/watch this
	Does _____ really work?	How to _____ even if you are _____	5 Things to Look for in a _____	Why (the way you're doing it now) is costing you more than it should/ harder than it should be
	Are you ready to _____?	How to _____ without _____	Product Reviews	How to (do the thing you want to do/are already doing) faster/ more efficiently/with less stress
			Product Comparisons: __This__ vs. __That__	How to get better results with _____
			10 Must-Haves before you _____	How to get more _____
			The first 3 things you should do to get started with _____	

Position along the Decision Path