



**"SAMBHAV, MY  
MARKETING EFFORTS  
ARE NOT  
YIELDING RESULTS"**

Let's say you've got an  
incredible product or service  
to offer...



Yet nobody is buying it.



**WHY?**



# THIS IS BECAUSE YOU MIGHT BE **SELLING TO THE WRONG CUSTOMER!**

You spend a lot of money on marketing, yet...

Not getting the expected ROI  
you should have.

But how do you know  
who is your right customer?



Here are **6 tips** that can help you  
**find your right customer**



Tip #1

# DEFINE THE CUSTOMER'S PERSONA

This means gathering information about the customers; like how much money they have, their interests, and where they live.

This helps businesses create products that customers really want, making it more likely for them to buy.

This accelerates business success by 2X.



## Tip #2

# DECODE THEIR NEEDS, DESIRES AND PROBLEMS

To do well in business, you need to figure out:

- What do your customers need?
- What challenges do they face?
- What are their wishes?

By understanding their pain points, you ensure they return for more, building strong, lasting relationships.



## Tip #3

# DEVELOP PRODUCTS THAT SOLVE THOSE PROBLEMS

Become a dependable friend who's always there to lend a helping hand.

By understanding and resolving their challenges, you not only win their loyalty but also gain their trust.

This trust transforms casual customers into devoted advocates.



Tip #4

# MARKET YOURSELF CONSISTENTLY

Being the best won't get you far if no one knows about it.

Continuously promote yourself, your skills, and your achievements.

The more consistently you market yourself, the more likely you'll become the "go-to" person in your field.





## Tip #5

# NETWORK WITH INDUSTRY PEERS, LEADERS & COMPETITORS

Building a network makes a business more visible and trustworthy.

Attend industry events, conferences, and local meetups.

This help business owners meet new people who can help their business.

These people might end up becoming customers, partners, or even provide advice.



Tip #6

# UTILISE CONTENT MARKETING

Content marketing is creating helpful articles, videos, or pictures.

It should be about what your customers worry about.

When you regularly give solutions and ideas through your content, people trust you more.

And it attracts and keeps the right people interested in what you offer.





# RECAP

1. Define the customer's persona
2. Decode their needs, desires and problems
3. Develop products that solve those problems
4. Market yourself consistently
5. Network with industry peers, leaders & competitors
6. Utilise content marketing

Now that you've learned how to bring in the right customers, let's make sure your partnership goes smoothly and successfully.



# Was that helpful?

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**Get Started**



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