



**By Mike Vandergraaf**

# The Simple Technique To Sky-Rocket Your Conversions By Ignoring 90% Of The Market!!

**Mike Vandergraaf** is an online marketer trying to perfect the subtle art of 'Cut The Crap' marketing

You can get an idea of why he's doing what he's doing [by clicking HERE](#)

This is something you might not believe until you do it for yourself...but it's a game-changer!

When you drastically reduce your target market, and specialise in helping just that market, your profits will dramatically increase.

In short - go MORE niche.

The biggest mistake made by newcomer marketers selling products online is that they try to target EVERYONE.

They think mass appeal is the answer to selling lots of units.

It's not - if your marketing is aiming at everyone you're not targeting anyone with any sort of focus.

To make that product appeal to everyone you're having to go 'vanilla' with your sales message,

Boring.

Safe.

Bland.

Urgghh!!!!

And worse than that - much worse - you're most likely sending the entirely WRONG

SALES MESSAGE to everyone.

Which could be why your conversion rate is currently... well, crap.

Listen up - you can't effectively target (for example) a senior citizen with the same sales letter than you would target a student with.

They are different people with different interests, frames of reference and even language.

It's the same when you come to target single mums. They have different priorities, fears and emotional triggers than the above.

Same applies to wannabe perpetual travellers, newly jobless men in their fifties or single unmarried women.

You can't push their 'buy' buttons with the SAME sales letter. It has to be specific to them.

Hold that thought....

Because then there's another problem with mass appeal.

If you're targeting a mass market, HOW do you contact all these people to actually sell to them?

Again single parents don't hang around in the same forum as retired teachers or newly unemployed men with redundancy packages.

The market is too wide to contact everyone unless you have a multi-million dollar budget.

It doesn't stack.

But when you start hitting smaller groups with highly targeted marketing your sales figures will go through the roof!

Initially you won't think it'll be a BIG enough group to make sales, but when you realise how many stay at home dads or divorced golf enthusiasts there are, and even better, that they're much easier and cheaper to contact than trying to hit everyone in a mass campaign...

...well things suddenly start to make sense.

Obviously I don't know who your target market is.

But I'll bet there are forums, periodicals, hobby journals, blogs, Facebook groups and a dozen other places that accept advertising OR that you can get involved with and position yourself as an expert and that target your niche perfectly.

Much easier to contact than trying to reach 'everyone'

You just need to NARROW your niches and audience into sub-groups and sub-groups.

For example some internet marketing coaches ONLY accept clients who are earning at least \$1,000 a month from their online business.

(They don't accept total newbies because that particular coaching product is just not right for them in terms of experience and ability to scale)

Once our coach defines his target market, he has clarity about who he wants to work with. He can then also work out where to contact them

The result is not only that the coach can target potential clients better, see better results and the program will sell out...

...but he's also very aware of WHO he's offering his service to.

All because he's narrowed down his target market.

All because it's NOT FOR EVERYONE.

Another example is an entrepreneur who was selling a blog theme to hobbyists who were already getting some traffic to their hobby blogs (for example pigeon racers, model plane enthusiasts) and who wanted to MONETISE that traffic.

The theme itself was quite simple but looked nice and more importantly it was easy to use

AND to for the non-techy hobbyists to insert Google AdSense code and Amazon code.

Initially his theme was selling 'OK' but not as well as he'd expected.

He hired an expert to troubleshoot his business and the advice was that rather than selling a generic theme aimed at all hobbyists, he needed to create a specific sales page for each of the target markets he wanted to hit.

So one of his salespages was directly targeted in the following way:

"Pigeon Racers – Make money from your website!"

Another became:

"Model Plane enthusiasts – Make money from your website!"

This is important: The product stays exactly the same! It's just the marketing - the sales letter - the angle - that becomes specific to the niche, sub-niche or sub-group!

By using those specific headlines not only was he targeting individual niches that were a LOT easier to find (he ran simple ads in the back of hobby journals and on hobby blogs and sites)...

...but he ALSO only targeted those hobbyists who had websites or blogs.

Because only those people responded to his marketing campaigns, his conversions went through the roof because his sales page was SO highly focused to their needs.

It's such a simple thing, but SO effective.

The chances are your 'make money online' product will work for anyone who puts the work in and tries it for themselves right?

But the priorities and triggers of your sub-groups are all different.

The single mum wants a make money online product that will allow her to work from home and spend more time with her children, while earning enough to give them a good standard of living.

That's HER priority - her angle, and those are the buttons you press in your sales letter when targeting HER

Whereas from the exact same make money online product, your newly unemployed fifty year-old man wants something that will stop him having to eat into his savings, and ensure he has a good standard of living when he crosses into retirement age. He wants something that takes away the financial fear of not being able to find another job.

That's HIS priority - his angle, and those are the buttons you press in your sales letter when targeting HIM.

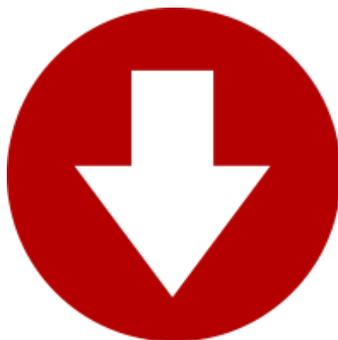
Again, the product is exactly the same, but you're targeting specific groups of people.

Narrow your focus and increase your profit.

But like I said at the start of this article - you'll probably need to see for yourself before you believe me :)

*Mike Vandergraaf*

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