

Real Marketing to the Beauty Grooming Target Market: Interviews with Customers in Your Niche Audience



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Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. You Don t Know What Your Target Market Wants and It s Killing Your Bottom Line Get A Grasp On The BEAUTY AND GROOMING Market Before You Spend Another Cent. You ve spent the past 3 years sinking your life into your small business or online ventures and have some results. But can you really say you re solving a problem that your customers really have? Are they running to your door waiting to throw money at you so they can get their pain eased? Do you even know who your real customers are? What they look like, what they do on a daily basis, what small details in their normal life are you missing that are stopping you from getting more out of your business? Can you wrap your head around just how much money you ve left on the table because you don t know what your niche audience needs to make their lives easier? Could finding out stop you from running up against the 5 year failure mark that most small businesses slam into? Look. You need to stop guessing what they want and start knowing. You need quality responses from real people. You want to pay a fraction of the cost of traditional market research. Real Marketing Matters To You I had this same problem as you some time ago. That s when I started making quizzes with survey questions embedded in them. That s when I started emailing my customers, hopping on the line, and getting some real feedback as to what they needed in their daily duties. And then I wanted to expand. I started helping people in oil gas, healthcare,...

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