

5-Step Path to a New Target Audience

Heading off in a new direction? Use this checklist to help you get there.

1: Do you need to focus on a new target audience?

[Take this quiz](#) to discover if you need to focus on a new target audience.

What did you score? _____

If you scored 30 or more on the quiz, you probably need to pivot your business to focus on a new ideal customer.

2: Do you need to change your brand personality?

Keeping your new ideal customer in mind, take the [brand personality quiz](#).

What type of brand personality will work for this new customer? _____

Your brand personality might have stayed the same — but sometimes a new ideal customer means changing your verbal and visual branding.

3: Plan how your brand messages will change

Your **verbal brand** is everything from your [business name and tagline](#) to your email marketing and content marketing messages.

How will your verbal brand need to change in response to your new ideal customer?

Your **visual brand** is everything from your logo to your fonts, colors, and brand images.

How will your visual brand need to change in response to your new ideal customer?

These changes can happen over time, but give yourself a deadline for getting them all implemented. Try to get them all done within a month or two, otherwise your ideal customer may be confused by mixed messages.

□ 4: Re-purpose content for your new ideal customer

Would some of your most-popular content appeal to your new ideal customer?

Make a plan to re-purpose it — update it, re-publish it with a new image, re-create it in a new format. Ideas:

- Written content can become an infographic; a SlideShare; an audio or video
- Audio content can become a blog post; quotes can be extracted for social media; you can create slides that illustrate the audio and re-publish it as a video
- Video content can become an ebook; a checklist; a blog post

It's easier to re-purpose proven content than to create brand-new content from scratch.

To discover which content is most popular on your site, go to your Google Analytics dashboard, and look under Behavior > Behavior Flow > Site Content > All Pages.

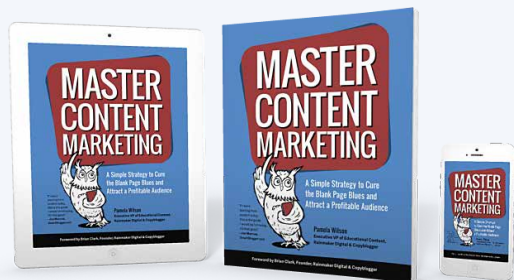
Show the top 50 pages and sort by “time spent” on pages. See which pages have been not only popular but valuable.

Of these popular and valuable pages, make a list of the articles that will appeal to your new target audience that you will re-publish and re-create in new formats.

□ 5: Plan for new content your new customer will love

You may need to add a few new categories to your website when you are pivoting toward a new ideal customer.

Plan to fill these categories with content that you'll promote wherever your new target audience spends time online — Facebook, LinkedIn, Twitter, Pinterest, Instagram, etc.



Need content help? Read or listen to my book, [*Master Content Marketing: A Simple Plan to Cure the Blank Page Blues and Attract a Profitable Audience*](#). There's a whole section on setting up categories to organize your content.

Attracting a new customer will take time

Jump start the process by claiming your new customer publicly

Put yourself out there — beyond your own website — as the person with the solutions for this new ideal customer.

Talk about it in interviews. Create and share a manifesto. Write a book. Offer webinars on topics your new customer will love. Create new products.

Position yourself in the marketplace as the person with the best solution for your ideal customers' stickiest challenges — and experience the pivot as it happens.

Let me walk you through the process

I have helped businesses of all sizes pivot and re-position their offerings. Let me coach you through it!



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