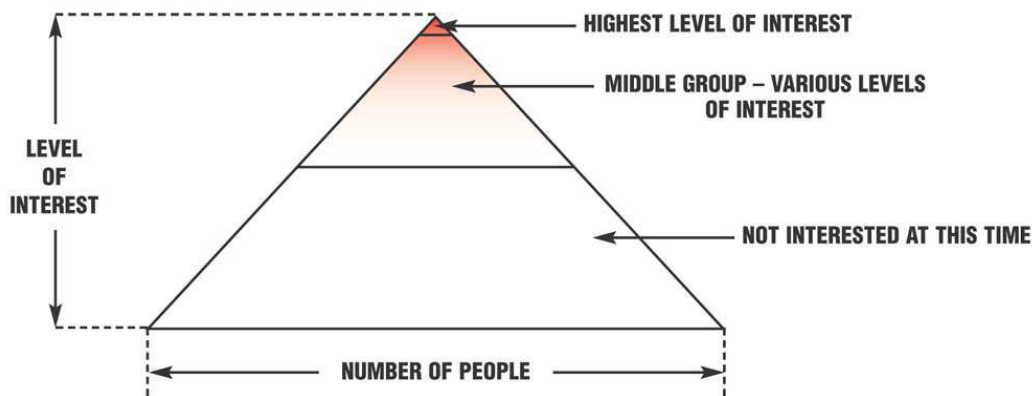


## Your Audience Pyramid

**This is a whole new way of looking at your target audience  
and the untapped potential that's just lying there, waiting for you.**

If you change how you think about your advertising audience, you'll discover huge, untapped potential that's just lying there, waiting for you. By employing this new approach, you will break into fresh territory and connect with a whole new and much larger segment of your target audience.

To illustrate this principle, we've represented your entire advertising audience in the shape of a pyramid, as shown in this diagram.



At the top of the pyramid, there is a very small group that represents the people who have the highest level of interest in your product or service. At the bottom of the pyramid is a much larger group that is flat out not interested at this time. Advertisements for your type of product or service will bounce right off their heads.

In between these two extremes is a significant number of people who are aware of your type of product or service and they range from being very interested at the upper area to mildly interested in the lower area. *The key to getting maximum return from each and every advertising dollar you spend is to address the needs of the people in this middle group.*

At this point, it's important to note that your advertising audience is dynamic, that is, individual members of your audience are constantly moving up and down through the layers of the pyramid. For example, someone in the bottom group may receive a windfall – like an unexpected bonus – and suddenly be in the market for a high-ticket item. Or, the opposite can happen. Anything, like an unexpected medical expense, can move someone from the top of the pyramid straight to the bottom.

The important thing here is that you're paying a lot of money to get in front of this audience with every ad you run, so your message should offer *something of real and immediate value* if you want to capture the attention of the largest possible percentage of this group.

It's safe to assume that nearly all of the members of the large group on the bottom of the pyramid are not prospects and will not be motivated by anything you (or your competitors) say in your advertising – at least not at this time. However, the other two groups – the middle group and the top group – are very much in play all the time.

How many will respond to your advertising message depends entirely upon what you say and where you say it. And, depending on the information you present and what offers you make, it is entirely possible that a person farther down can become a hot prospect and jump straight to the top of your pyramid.

*If you change your advertising message to attract the attention of even a few more layers down in your Audience Pyramid, the size of your receptive audience will multiply many times over. And within this new, enlarged territory are the people who can double, or even triple, your bottom line.*

To illustrate the mathematical leverage of this principle, consider this question: How many people in the middle group does it take to double, triple or quadruple the number of people at the very tip, or top, of the pyramid? Or, put another way, how many times larger is the middle group than the top group? Ten times larger? A hundred times larger?

Just imagine the positive effect on your business when you get a significant number of the people in the middle group to favorably respond to your advertising. And, make all of this happen *while spending the same, or even less, than your current advertising budget!*

Keep in mind that your competitors are targeting these same people within this same pyramid, so you need to capture your audience's attention and start them moving in your direction as quickly as possible. In other words, you need to reach farther down in the pyramid than your competitors are by attracting your audience's attention with *something they want and need right now.*

### **Winning Your Own Numbers Game**

Any sales process is a numbers game. For every new customer you acquire, there will be a number of others that, for many reasons, drop out along the way. That's the nature of sales.

If, for example, you lose nine people out of every ten, then you'd need to attract ten people into the front end of your sales process to create one new customer.

*The harsh reality of the situation is this: You need a constant supply of prospective customers so your business can withstand the natural and expected drop-off rate inherent in your own particular numbers.*

With this daunting challenge in mind, you can appreciate that employing a technique for attracting the favorable attention of the people in the large middle group of your Audience Pyramid would be very smart use of your scarce advertising dollars. The pain of losing a prospective customer, just when you thought you were going to close the sale, is much easier to bear if you have three more coming along right behind. This is how you win your own numbers game.