



Get Inside Their Head Research Guide

How do you get your message heard?

How do you compete against the noise, the busyness of life and the competition?

And the fact your Ideal Prospect is programmed to ignore you?

You get heard when you 'speak' the language of your Ideal Prospect. Use the same words they do to express their needs, their frustrations and desires.

It's showing your Ideal Prospect you understand how they feel. That's the key to getting heard. Because when they feel understood, they believe you can help.

I created this guide to show you how to get inside your Ideal Prospect's head.

Get inside access to the language they use. Tune in to how your Ideal Prospect expresses their needs. What they need to hear to get their attention.

So your message gets heard.

It's True. Your Ideal Prospect is Programmed to Ignore You

This is a super-condensed explanation of how the brain works, but it doesn't change the reality.

The brain works 24-7 to run the systems keeping you alive.

Meanwhile, it analyses all the information constantly arriving from all your senses. Your brain has to decide what's important and what's not. Obviously, everything can't be important. Otherwise, you couldn't decide if you should keep brushing your teeth or run if you see flames coming down your hallway.

With all this going on, the brain doesn't sleep—ever.

To conserve energy, the brain filters out anything that's not relevant to survival or well-being.

This means your ideal prospect has no interest in you or your business. Unless...

They realize you can help them reach their goals.

Your job is to show your Ideal Prospect you can meet their needs. That you can solve that problem, relieve their pain or fulfill a desire.

You can do your job better when you know how your Ideal Prospect thinks.



What could you say to attract their attention? What would show your Ideal Prospect you understand how they feel?

Use the words they use.

Follow the simple steps to learn what your Ideal Prospect needs to hear from you. Words that show them you can help them reach their goals.

Even If You Already Have Customers

Every single time I've done this for my clients, they were amazed at what I uncovered.

- insights to attract more engaged prospects
- a deeper understanding of current customers
- ideas for better products or service

When you uncover that kind of information, it's a win all around.

So go ahead, follow the steps in the 'Get Inside Their Head Research Guide'. Uncover the gold you need to attract your Ideal Prospects.

To your best business ever!

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Get Inside Their Head Research Guide

Discover the Words and Phrases Your Ideal Prospect Needs to Hear

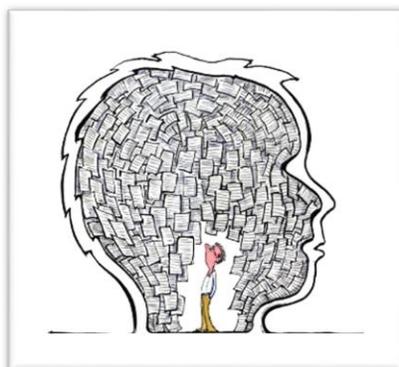


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Mining for Gold

Let's find the words your Ideal Prospect uses.

Think about what your business offers. You either meet a need, solve a problem, or fulfill a desire. (Needs, Problems Desires—NPD for short.)

It's possible your business does all three, but focus on one at a time, for now.

First, open up a spreadsheet or a document so you can copy and paste relevant words and phrases.

Add these four headings at the top of your spreadsheet:

- Names the NPD
- Stirs Up the NPD
- Solves, Meets or Relieves the NPD
- Insights

As you go through each step, look for words and phrases that fit under those headings.

1. Start with Amazon.com

Whatever you offer—whether a product or a service—you can almost **always** find something to help you there. Even if they don't have exactly what you offer, you can usually find books related to your industry.

(If you can't find anything on Amazon, look for specific websites that have the products or services you need. Then follow the steps below for each website you find.)

I recommend Amazon.com as they have more traffic than Amazon.ca. More traffic means more reviews. More reviews give you a better chance of finding great insights. You want a minimum of 20 reviews, preferable more.



1. Click to See the Details

Read the product owner's description.

How did this product owner describe the problem they solve? Do any ideas inspire you... make note of them. DO NOT steal their exact phrasing – please don't plagiarize.

2. Read the Reviews

Anyone who takes the time to leave a review has some interest in the topic. If they have an interest, they're in your target market. Skip the 1 & 5 star reviews. They're mostly complainers or big fans. Not much insight.

Focus mainly on 3 & 4 star reviews instead.

The good news is because they're in a public forum, it isn't plagiarism. So go ahead and copy their exact words and phrases like:

- **What's important to them?**
- **What did they like?**
- **What didn't they like?**
- **What did they hope for but didn't get?**

* Bonus Tip: You may find it easier to add these four headings to your spreadsheet. Look specifically for words and phrases that answer these questions. Take time to absorb all the information you've collected. Later, you can move words from these headings into the columns of the original headings.

3. Copy and Paste

Look for passionate reviewers and copy and paste the terms and phrases they use. Read between the lines.

- What excites them?
- Why that particular rating instead of higher or lower?
- Notice similarities and differences between the reviewers.

Add your own insights to the spreadsheet as they come to you.

You don't need to read every single review. But notice the boring ones—what makes them boring? Be sure to avoid talking that way in your message.

Once the reviews all start sounding the same, move on to another product. You'll know you're finished when you stop finding new insights.

The Amazon Bonus

When you view a product on Amazon, they give you suggestions for other products. "People who viewed this product also viewed..." and they list other products.

Take a look at those products. Do they fit with your target market? If so, look for new insights. Saves you time searching for other products.



Where to Find More Reviews

Amazon isn't the only review site in town. You can find many more reviews online.

Answer the same four questions as listed in the Amazon section.

1. Industry Reviews

If your industry has its own review site, look there. Search any of these sites for products or services in your industry.

- Google
- Facebook
- Yelp
- Trip Advisor
- Rate My Agent
- Home Stars

What common likes and dislikes run through these reviews.

Pay attention to frustrations. (Can you relieve that frustration?)

2. Your Competition

Definitely look for reviews about your competition online.

- Are their complaints about them where you shine?
- What do you do differently from your competition?

Don't Make it Complicated

Reading reviews isn't complicated, it just takes a little time. But the value is immeasurable.

But you're not done yet. You'll find even more gold on social media.

Social Media

What social media platforms does your target market use?

Join groups where they hang out.

Look in forums like Reddit. Or find your forums dedicated to your industry.

Again, look for answers to the same questions as in Amazon. Add these questions to your spreadsheet:

- What questions do they ask?
- What frustrations do they have?

Consider why some questions and frustration keep reoccurring. Is it something you can address?

Look for passionate conversations. Copy and paste until everything starts to sound the same.



Time to Review

By this time, you'll have some amazing insights about your Ideal Prospect. You'll have a much better understand of their perspective. In particular:

- the names they put to their need, problem or desire (npd)
- how they feel when they're stirred up about their npd
- what they see as a solution to their npd

When you review your lists, what points stand out to you? What common themes? What emotions?

Identify the top descriptive words and phrases under each heading.

I know ideas are percolating in your head right now. Get those down right now before they slip away.

Go Deep – Uncover What Real Customers Think

(If you're just starting out and don't have customers yet, remember to come back to this section later. You can take the insights you've learned to go even deeper.)

Now it's time to talk to your existing customers. And I mean, actually speak with them. Sometimes the true meaning of a message gets lost in written conversations.

These are people who already bought from you. The specificity of their words and phrases will resonate with future prospects.

Most customers are willing to help if you ask. I highly recommend recording your calls, so you can capture their exact phrasing. There's nothing worse than hearing a great line and saying 'oh that was perfect, how did you say that again?'

Plus, you spend so much time trying to write it all down, it's hard to keep the conversation flowing.

Questions For Existing Customers

What was happening before you found us? Why caused you to go looking? This tells you their motivation. Did they face a challenge? What caused them to look at that particular time?

How did you fill this need before? (Before you found us.) This tells you what didn't work. Helps you understand how you fit into their life. The specificity of words and phrases will resonate with future prospects.

What would you miss if we closed? This is the real value of your business.

How would you recommend us to a friend? Reveals what they think is special. What sets you apart from your competition. This is a great way to ask for a testimonial. People often get intimidated by the word testimonial.



* Bonus Tip

1. Don't hesitate to ask them to explain in more detail or give examples of what they mean.
2. Never be afraid to ask: how did that feel?

Maintain the Edge on Your Market

This isn't a one and done exercise.

The world never stops changing. New products are introduced. Services are updated to meet new problems facing the market.

Make a point to chat with your customers on a regular basis. Set up a system to ask new customers for their feedback. Create surveys.

Learn about their frustrations. Their concerns. Their wants. What's missing from their life.

Get the edge on your competition.

Maintain open communication between you and your customers. Be the first to know how changes affect them.

Review and adjust your message to reflect any changes in the marketplace.

Put It All Together

Now it's time to put your insights to work.

Remember, your Ideal Prospect's brain is programmed to ignore you. They don't really care about you or your business. All they want to know is "Can this business meet my need, solve my problem, or fulfill my desire?"

Show your Ideal Prospect you understand what they need.

Speak the language they know best. Their own words and phrases.

Here are a few examples to help you along.

Examples:

A professional organizer: **Stressed and overwhelmed by chaos? Let's create a welcoming, restful space you enjoy... even if you've failed before.**

Accounting software: **Small business accounting software designed for you... the non-accountant**

A hair salon: **Funky. Classic. Or elegant? Our highly skilled staff listens, so you'll get a style you'll love.**



You Got This

You know your business better than anyone else. Combine that knowledge with what your Ideal Prospect needs to hear.

Create a message to attract attention and tells your Ideal Prospect what they need to hear. You got this!

Questioning the Strength of Your Message?

It's easy to lose perspective when creating your own message. You're excited about your business. And you should be. You fill a need for your customers and help them move forward in their lives.

But you wonder, 'is this really what my Ideal Prospect needs to hear'?

A fresh set of eyes and an outside perspective helps.

Let's review your message together. I'll show you what works and why. So you walk away with confidence your message has the strength to get heard.

Contact me by email jetcanhelp@gmail.com and ask for a message review. Use the code: HEARD20 to receive a \$50 off. Regularly \$99.99 now \$49.99 for 15-minute chat.

This isn't some thinly veiled attempt to get you on the phone to pressure you into more. That's not what