

# STEP UP SERIES

Strategies, Tactics, Evaluations,  
Principles to Upskill & Progress

Weekly Business  
Newsletter



By Shanker Viswanath

## How Well Do You Know Your Prospects?

It's crucial to know your prospects if you want to market effectively to them.

### How Well do You Understand Your Prospects?

Is there a way to know this? If yes, will it help you find your target audience and help you connect with them and make your conversation effective?

The answer is **"YES"**. There is a way to figure out how well you know and understand your prospects. **Take the 10 Questions' Quiz in the next 2 pages** of the newsletter and **assess for yourself** as to where you stand.

Once you know where you stand, you can think of taking corrective actions.



# STEP UP SERIES

Strategies, Tactics, Evaluations,  
Principles to Upskill & Progress

Weekly Business  
Newsletter

By Shanker Viswanath



If you can't answer these questions, how can you be sure you are connecting with your audience in a relevant and meaningful way?

How can you be sure you are reaching them with a compelling message about your product or service?

How can you be sure you are tapping into the conversation they are already having inside their own head with respect to your product or service?

## Take This 10 Questions' Quiz

Who are they?

Where do they live, work, play etc.?

What problem do they have that you can solve?

How does your product or service fit into their life?

What else do they buy in your product or service category?

Where do they get information regarding your product/service?

# STEP UP SERIES

Strategies, Tactics, Evaluations,  
Principles to Upskill & Progress

Weekly Business  
Newsletter

By Shanker Viswanath



If you can't answer these questions, odds are that your marketing message is not connecting with your prospects.

And if your message is not connecting with them, you won't be very successful in selling to them your product or service.

Take the time to get to know your customers and prospects. Learn all you can about them. Use this quiz as a guide.

## 10 Questions' Quiz - Cont'd.

What is most important to them?

What are they most afraid of?

What is their emotional connection to your product/service?

How will they rationalize purchasing your product / service?

**When you are able to speak directly to their needs and concerns with your marketing, they will respond. And your business will start to Grow."**