



 **STUDIOPRESS SITES**

How to Attract Your Ideal Audience

by **BRIAN CLARK**

"Hello, I'm a Mac."

"And I'm a PC."

You remember Apple's "Get a Mac" series of commercials that ran from May 2006 to October 2009?

The commercials were short vignettes featuring John Hodgman as the sweet-yet-bumbling PC and Justin Long as the creative, hip Mac.

Those 66 short spots were named the best advertising campaign of the previous decade by *Adweek*.

The success of the long-running campaign leads one to believe that Apple certainly knows who its ideal customer is. Of course they do ... because they chose their ideal customer, right from the birth of the Macintosh itself.

That doesn't mean that everyone responded favorably to the ads. While doing research on this topic, I ran across a commenter who maintained that the campaign had "backfired" because the PC character had actually been more appealing to him.

No, the campaign didn't backfire. (No one runs a series of ads for three years if they're not working.) Instead, Apple chose who not to attract as much as they chose who they hoped to convert.

*Apple knew they were never going to get
hardcore PC people to switch to a Mac.
Instead, Apple used these 66 humorous little*

stories to target those who were more likely to “swing” toward Apple, after being educated about the benefits by the contrast between the two characters.

Sounds like really great content marketing to me. In fact, given the nature and duration of the *Get a Mac* campaign, it resembled serial online video marketing more than traditional advertising.

So, your first (and most important) step when starting a new blog, podcast, or video show is determining your “Who.” Who do you want to attract and speak to? Just as importantly, who do you want to drive in the other direction?

It all comes down to your *values*, first and foremost.

What are your core values?

Apple’s values were well reflected in the *Get a Mac* campaign — creativity, simplicity, and rejection of the status quo. These core values were consistently present in the earlier [Crazy Ones](#) campaign, and before that, the iconic [1984](#) ad.

You need to understand who you’re talking to, yes. But you don’t just accept who you find — you **choose** who to attract.

It's all about empathy

To succeed with building the right audience, you must first see things from their perspective. Then you'll be in a position to create the content that "coaches" them along the journey of solving their problem or satisfying their desire.

Let's take a closer look at empathy, the definition of which consists of two parts:

1. The intellectual identification with the feelings, thoughts, or attitudes of another.
2. The vicarious experiencing of those feelings, thoughts, or attitudes.

It's often said you want to enter the conversation that's already playing in your prospect's head. By matching up values and worldviews, you're also aiming to enter the conversation in the prospect's *heart*.

Ask yourself questions such as:

- » What does a typical day look like in their world?
- » How do they think about their fears and hopes?
- » How do they feel about the problem your product solves?
- » What are they thinking when they resist solving the problem?
- » What do they hear when other people solve the problem?
- » Who do they see as viable options to solve the problem?
- » What do they see when they use your product? What is the environment?

- » What do they say or feel when using your product?
- » What are their pain points when using your product?
- » Is this a positive or a painful experience for them?
- » Do they hear positive feedback about your company from external sources?
- » What do they hope to gain from using your product?

Now ... write it down in detail

You're now ready to create a written description of your ideal audience member. It might run to several paragraphs, maybe even a page or two.

This summary allows you to easily access their personality, problems, and desires. Even better, you can write with this person firmly in mind.

You can get this exercise done in as little as 10–15 minutes, and you'll be happy you did it. Because it makes it much easier to know what content to create next and to defeat the "blank-page blues." Best of luck!

P.S. If you want to hire someone who specializes in content marketing strategy to do this exercise for you, check out [Copyblogger's Certified Content Marketers](#).

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