

Zeroing In on Your Target Market! by Michael Janeiro, Gizmo Productions, Orlando, FL

While trying to search for, identify, and zero in on your target market, there are multiple sources that I discussed in the video “Zeroing In on Your Target Market!” which can be viewed at

www.GizmoProductions.net/Videos . I promised to share some additional sources for you to search, in your quest for your ideal pastures of uncultivated prospects.

1. Google **KEYWORD TOOL**: As discussed in the video, go to Google Search and type in “Keyword Tool”. This free service will allow you to type in keywords or phrases and will show you the amount of searches and searches for related keywords and phrases. This will help you discover what words and phrases people interested in your market field are searching for.
2. Type your keywords and phrases into a **GOOGLE SEARCH**: This will allow you to see the same results as those searching for what you have to offer. You will find listings of your competitors and hopefully, after you have successfully leveraged yourself, they will find YOU on the first page of a Google Search! This is another topic that I will talk about soon in another video installment. If you are interested in how to leverage your efforts for maximum potential, give us a call to discuss your options.
3. Make note of **SPONSORED LINKS**: These are the advertisements that show up on the right side of your computer window when you browse thru sites and links. These are your competitors that are using PPC and targeted ads to be placed in front of potential clients. Observe who is popping up the most, based on your search keywords. What can you learn from their marketing strategies?
4. Find the **largest online discussion forums** in your field. Check out *Yahoo!Answers*, *LinkedIn*, *BIG-BOARD* forum directory, and others to find forums that you can follow and contribute to. This will allow you to begin developing a presence on these forums and establish yourself as an expert in your field.
5. Look for **Groups** on *Facebook* and *LinkedIn*.
6. Look for **clubs** on *MeetUp* and *Yahoo!Groups*.
7. Search for **bloggers** on *Technorati.com*
8. Choose your keyword search terms trying to think like someone searching for information, not an authority.
9. Share & Compare your ideas with a friend.

Thanks for watching our videos on Marketing Tips for Business Owners! Please make sure to FORWARD and SHARE us with your friends!

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Or call 407-252-9857

We look forward to hearing from you soon!

Sincerely,

Michael