Ep #337: Three Types of Buyers in Marketing



Full Episode Transcript

With Your Host

Stacey Boehman

Make Money as a Life Coach®, a podcast with Stacey Boehman

Ep #337: Three Types of Buyers in Marketing

Welcome to the *Make Money as a Life Coach*® podcast where sales expert and Master Coach Stacey Boehman teaches you how to make your first $2K, $20K, and $200K using her proven formula.

Hey coaches, welcome to episode 337. I am so excited for today's episode. I am releasing something very special today. Just a few days ago, I opened up access to a course that I created last year and filmed live with students, called 5 Steps to Make 200k.

And for the first time ever since 2019, I did a free course on the 5 steps that I teach in my 200k Mastermind. And I opened this up to the public for free, to let people come in and really experience the magic of what I really teach inside the room, and dive into the concepts, coach, ask questions. And it was one of the best trainings that we have ever done.

People still ask about it and tell me what a transformation it was for their business, to have things click for the first time, their minds set to ease, to feel like they have a solid plan moving forward, to think about things differently in a different lens than they had before.

And so I really wanted to bring this training back as part of our lead up to our opening for the 200k Mastermind, which starts next week. If you're listening live, we're opening June 2 through June 6, 2025, for our 12-month class.

So we opened up access on Monday for everyone to enjoy this training. All you have to do is join the 200k Mastermind waitlist, and you get the entire 5 day course. But I wanted to give you a little sneak peak, because the training is just so good.

So today, you're getting day 2 of the free course here on the podcast. And if you love it and you want the rest of the training, all you have to do is join the 200k Mastermind waitlist at staceyboehman.com/200k-mastermind. And as soon as you do, you will receive immediate access in your email to the 5 day training. I hope you love this episode, I hope you love the training, and I will talk to you soon.

Ep #337: Three Types of Buyers in Marketing

I'm going to start by recapping what we discussed yesterday. So yesterday we dived into the simple offer, and I talked about how every offer you have is a business. And then within that, each business has a three-part engine, which is marketing, selling, and delivering. And that's what we're talking about starting today for the next three days, each part of that engine.

And really, if you wanted to boil those engines down to their absolute simplest, it's really just you, your three parts of every business, every offer that you have is you giving value before people enter into your sales engine, then you giving value while they're in your sales engine, and then people giving you value, you giving them value after they pay you. And that's in the form of your delivery, whether you're coaching or you have a program or a container, it's you serving them, it's you delivering what you've promised.

So there's value to get people interested in getting on a one-on-one call with you. You know, I want you to think about your sales vehicles, either a one-on-one consult, a webinar, maybe you have a Facebook group that you nurture, or an e-mail list, or all of the above, or a couple of those things. But your value before is really just getting people interested to wanna do those things.

And then when you're actually on your consult, or your webinar, or in your group, or you're emailing your list and making an offer to them, that becomes the point at which you're giving value during your sales engine or in your sales engine. And then once they've paid you, you give value that you've promised.

And so when you nail all three of those things, marketing, selling, and delivering, it becomes very easy and inevitable. You walk into a six-figure business, multiple six-figure business, and then even well beyond, this is what it takes.

So the simple offer allows you to really focus on troubleshooting and increasing the value in those areas of your business, rather than spending any time contributing failure to any parts or components of your offer,

whether it's your price point or your container itself, or how long your container is, whether it's one-on-one coaching for six months for $6k, like none of that stuff really matters.

I always say this to my 200k students. This has been something I've been saying for years and years, and I'm going to say it to you all. There's no right offer. There's only the offer that you are willing to figure out how to sell and make right. So there's no right offer. There's only the offer that you make right by learning how to sell it.

That is really important information to learn because if you really believe that, you make really good decisions about your offer, you stick to it, and then you only focus on this three-part engine, the marketing, selling, and delivering, and we're talking about marketing today.

And yesterday on the call, on the replay, we did discuss all the different ways that you can create an offer that really allows you to stick with it for a long time. Like I've had three of my foundational offers for six years.

Okay, so today we're diving into advanced marketing, and I just want you to think about this for a second. I'm gonna introduce some really advanced concepts and some things that your brain could easily try to go off on a rabbit hole on. But I want you to know what I'm about to share with you is more about understanding the factors that are at play with customers when you're marketing, not you becoming an expert in these factors.

And I might say that a couple of times just to remind you, but just know that this is today's training is more about you just understanding all the factors at play in your marketing so that you can think about these factors instead of thinking about yourself. And no one wants my offer, or I've hit a ceiling, and the $169k that I've made, I just don't see how I could create $300,000 from that. It feels like I've maxed out my audience. People tell me that all the time. Or for whatever reason, it's just not clicking. I can't get above this $150k mark.

Ep #337: Three Types of Buyers in Marketing

Whatever it is, instead of thinking about those things, we think, okay, hold on, there's new information here, and I can use this information to change things in my business and do things differently. And what I found is that what I'm gonna share with you, just the more you hear it, the more you're familiar with it, the more you understand it, you start to subtly change and shift in your brain, and then how you show up to your marketing.

So here's what you wanna know. First of all, advanced marketing in its simplest form, its very simplest form, is either value to nurture or value to lead right into your sales vehicle. So if you're not selling in the moment, maybe if you sell using launches, for example, and you sell group coaching and you don't have an opening right now, cannot tell you the hundreds of coaches that I've coached at this level that when they're not in an opening, they tend to ghost their audience. And then they show up again when they're ready to sell because they have lots of thoughts about marketing and selling that are not super useful. Hopefully some of those are gonna change today.

And so, nurturing ongoing is even if I don't have something to sell right now, I'm going to share with you the importance of constantly offering content that nurtures your people and prepares them to become the person that they would need to become in order to buy from you the next time you have an opening or the next time you have a launch. You're nurturing who they are. You're nurturing their safety. You're nurturing their knowledge. nurturing and giving them more transformations so that they can become the person who's ready to buy the next time you're available.

Or you're creating marketing that leads directly into your sales engine. So if you're... A lot of my students and I'm running a program right now called the Revenue Challenge that's based off of the 200k Mastermind. And a lot of my students are doing something called Consult Week, where they're heavily marketing lots of opportunities to do consults with them and selling the value of consults, or if you're doing a webinar, and so all the marketing to get people on that webinar, that's a value in your marketing that leads to your sales vehicle.

So those are the only two things you're ever doing. You're nurturing or you're leading into your sales vehicle. And again, your vehicle is either a one-on-one consult or a webinar or a Facebook group or an e-mail list or a mix of those things.

And the way that I like to think about this that helps me show up all the time, is that value in your marketing is what earns you the right to make a strong offer. I always feel really good about making offers. I never feel like, oh, I made too many offers, or oh, maybe I haven't warmed them up enough to make an offer. No, because I'm giving value all the time. And because I'm giving such a big amount of value all the time, I always feel like I've earned the right to make that offer, right? The free content is a way for me to give value, but it also is a place where I make offers.

So there are really three main points of focuses for getting to $200k when we're thinking about value in our marketing, when we're thinking about marketing specifically. It's increasing the quality of the value of your marketing. So what you're actually out there saying to people, what you're teaching, what you're posting about, what you're emailing about, the webinars you do, the one-on-one, the way you explain consults, and the way you get people excited to sign up for them. That is increasing the quality of the value of your marketing.

Once you've done that, and you feel that shift, you see that shift, you see a difference, then you wanna work on, or at the same time, depending on your capacity, creating consistent marketing. Consistent marketing is consistent nurturing. You wanna be able to, your audience, even if you don't feel like you have an audience, you want them to be able to rely on you showing up in some capacity, whether they just know, I'm feeling terrible, I'm gonna run to social media because I know that Gretchen has said something powerful today. And I know that she always makes me feel better when I read her posts. Or I'm gonna run to Carrie's podcast because I know every Wednesday at 7 a.m. it drops and I'm expecting it and I can't wait to listen to it on the way to work. That's more consistent nurturing.

Ep #337: Three Types of Buyers in Marketing

So increasing the quality of your value and then doing more of it. And then the third main focus that gets you to those higher income revenues is focusing on speeding up different buyers through what I call their buy cycle. And this is an entire concept I teach in my mastermind. I'm gonna drop several concepts today that we can't dive all the way into, but I'll give you ideas of what they are, kind of like how I talked about high value cycles yesterday.

So I teach this idea that all buyers operate kind of within a three-year buy cycle, which means from the time they find you and day one, they can buy anywhere from day one to up to three years. Some people even take longer, but the majority of people, if they're still engaging in your world, they're gonna buy sometime in that three-year period. That's a big, a big space, right? That's a lot of variation in time.

I'm gonna talk about why that is in just a second, but what's really important is knowing that there's so much you can actually do to speed that up for them. You are in so much more control than you might think. And so instead of thinking about your offer and spending all this time and energy on your offer, or telling yourself you have no one in your audience and no one's paying attention to you and you just need new people, and the problem is that you don't have enough eyeballs on your audience, if you just start thinking about, I have an audience, I actually do, that's how I've made money in my business. It's impossible that I made money in my business and I don't have the ability to either, I either don't have an audience or I have the ability to generate one when I want to. All right, so if we just decide that's the truth, then we spend our time thinking about how can I speed up people's buy cycles?

So in order to speed up the way that they buy, you have to understand the different types of buyers. And there are five. And I'm actually using information that is readily available. available on the internet. This is not new information. This is actually using information about how the marketplace adapts to new technology and applying it to a coaching business. And I've seen this work very well. I use it in my own business

over and over because I believe that the way people adopt to new technology is also the way they adopt to all new things that they're presented with.

So when you think about the types of buyers in the marketplace, there are five types. And this is where I don't want you to get like, what did she say? And oh my God, I've got to write it all down. Like, I understand that feeling, but it's not about you becoming an expert in these five things, right? That's not the point of this. It's for you to understand that these are factors into people buying.

Okay, so the first type of buyer in the marketplace is the innovator. This is someone who doesn't follow others, they follow themselves. They're the very, very first people to try a new product or a service. They're risk takers, they're experimenters. They don't need details. They buy based on what they want and what they need. They realize they're assuming their own risk, that they're taking on the risk, and they don't care, they like to be the first to buy.

I'm actually this type of buyer. I have had to learn to not teach people my ways because I just know that I'm an innovator. Now, I also do believe that the innovators tend to be the most successful people, but I am this person, I need very little details. I recently gave an example of this. I bought an $88,000 mastermind. And the only thing I knew about it is that it lasted 88 days. I had no idea how many calls it came with. I had, and I knew that there would be eight people in the mastermind. Those were the only things I knew. But I knew, I went in, I know what I'm here for. I know what I'm gonna use it for. I know what I'm gonna take from it. And that's really all I needed.

But this is important to know because I think that sometimes our expectation is that all buyers should be this way. And we get really frustrated if they aren't, but it's actually the smallest, tiniest group of people in the entire world. So we don't want to count on these people.

The second group is the early adopters. And they are also often successful, influential people in their communities. They are also risk takers. They're also eager to try new things. They'll buy on a promise. They'll buy for the outcome. They're really focused on new innovations to help them, but they're not like the very first people.

So this is important because tomorrow we're gonna talk about advanced selling, and I'm going to introduce you to PSPR sales method. And one of the things that I teach my students every time we talk about PSPR is that it's not about perfection, because there are a lot of buyers who don't need you to be perfect, and they will still buy. These two types of buyers are those types of people, the innovators and the early adopters.

Then the third group is the early majority. These people are more deliberate than the first two groups, and they think about their purchasing decisions a lot more, but they're not as conservative as the last two groups. So these buyers are generally moved when they see other people succeeding from it. So when you talk about a client you're working with, when you share a testimonial, when they see photos of you holding workshops and out in the world doing the work and being paid for it, anytime they see you being successful or they feel you being successful, when they see that it's working, they will be more moved.

These are also the people that respond the most to a really good sales pitch. So when you are very clear, we're gonna talk about PSPR tomorrow, but when you're very clear about your client's problem, the solution, the process that creates results for them, and then you're able to describe the outcomes and what their life will be like on the other side, and explain the value of doing the work and getting past any friction or obstacles, these are the majority, early majority, the majority of buyers, and they respond really well to this. This is gonna be important. I'm gonna talk about this in depth in just a second.

But the fourth type of buyer is the late majority. So these people are a little more cautious about adopting new ideas and products, and they wait until

the majority already has. There's a lot of, they're waiting for the early majority. So these are your like people, “I don't buy unless I see testimonials,” people. They might say, “how many people have you worked with? Can I talk to one of your clients?”

Now, listen, I don't ever let them do that, but I think it's a waste of my clients' times, but I do a lot of, I spend a lot of time highlighting wins, talking about interviewing clients on my podcast, sharing things on social media. I'm talking about the different things I'm coaching my clients on that all helps these late-majority people. The more volume of people they see you working with, the clearer, again, that your marketing becomes. The more impactful your marketing becomes, their safety increases. And as their safety increases, their excitement increases. And then their skepticism decreases.

And then the fifth group are the laggards, and those are typically the people that are very skeptical of change and innovation. So in coaching, they might be the folks who tend to struggle with their personal power, get stuck in life circumstances a lot, and just don't have the tools to work out of them, so they get distracted often. They might sign up for a consult, but then not show up, and then tell you something came up, and then check back in a couple of months when life is a little bit easier. And sometimes they have to work for years to get themselves to a place where they're finally ready to take action for lots of different reasons.

But it is important that these people, that you know that these people do still buy. I have had people buy from me after following me for four years, five years, six years, seven years, eight years. So this is really important. It's not that they don't, and it's not that you're gonna have to wait eight years or three years for someone to buy from you. It's just important to know that these five different groups exist.

So you have these five types of buyers for each of your offers. With every offer you have, you will have innovators, you will have early adopters, you will have the early majority, you will have the late majority, and you will have

the laggards. Here's the thing that I've seen, especially because I have a higher-level room called the 2 Million Dollar Group, and I really start to see this with students here because their business is growing at the point where they're really starting to engage with the early majority, the late majority.

And one of the things I see is if someone makes an offer, the coach makes an offer, and they don't get the response they want, maybe they get a few sales from those innovators and those early adopters, but they don't get a big traction. A lot of times, they change their offer, or they give up on that offer, and they do something completely different before they ever even have the hope or opportunity to get to the bigger groups of people. The early and the late majority are the biggest groups of buyers.

I've had several clients, actually, over the years that they'll make like even $200k or $300k off of the first two groups of people. And then they feel like they've hit a ceiling, and then they stop. And they're like, okay, I'm gonna do something else. And then they get really addicted to getting those innovators and those early adopters and getting those early buyers.

So every time they launch a new offer, it gives them the hit of the innovators and the early adopters. And so they go out and do that. And then the high wears off, and then they're not getting the sales. And so then they go change and do something else. And you can repeat this for a long time, but it just creates you not being able to break through your income ceiling. And this happens at lots of different income ceilings.

So the ability, and especially we're gonna talk about tomorrow, but the ability in your marketing and your selling to break through and be able to communicate to the early majority and the late majority is where most of your money is made. So most of your effort goes into attracting the innovators and early adopters, and then all the like crazy money comes from the early and the late majority. But you have to hang in there. You can't give up before these people decide to start buying. And they don't just magically start buying if you don't change anything. You have to figure out

how to communicate with them. All right, so we're gonna talk about that a little tomorrow as well, because there's a lot of overlap between marketing and selling, but you really wanna put most of your energy into figuring out your client communications, how to impact all these different types of people.

And we tell ourselves instead, everyone that was gonna buy already has, this isn't fun anymore. It took so much energy to move those people. Like, I just can't imagine moving anymore people. And just remember that the first two groups of buyers, even though they're the easiest to buy, they also require you… It's you putting out the most energy because you haven't built the momentum up yet.

So this is why the simple offer is vital, is that you stick with this offer and you figure out how to sell it to attract the early and the late majority of people. And really, as you get more, and your business gets bigger and bigger, your brand starts also doing this for you.

The factors that go into your brand are your positioning, your overall coaching philosophy, your coaching process and the things you teach, the thought leadership, and the concepts and ideas that you create in the world. It's really what starts to differentiate you, what your main purpose is, what your main mission is, how your offer suite aligns with your main mission.

So I'm gonna give you some examples because this is a little bit higher-level concept, but it's something that it's one of those levers that you pull depending on where you are in your business. So an example of this is, for me, I teach coaches how to love sales and entrepreneurship and how to do it well. And the pieces of my brand that make me really different than everybody else is I'm highly focused in every one of my containers on my students getting a return for their investment. It's something that we talk about immediately as soon as my students buy from me at every single level. 2k, 200k, 2 Million Dollar Group. I believe it's really important for

entrepreneurs who get good at creating returns on their investments. So I talk about that a lot.

I also was one of the first people to offer specific outcomes for my containers. I also have my students in my higher-level masterminds track their revenue so that they always know and be okay with and find neutrality with their numbers and have more personal power. We talk about data in my business. I released a data study.

Essentialism is a big part of what I teach because if you're familiar with human design, I'm a projector. So I'm always gonna be modeling doing more with less. And then my offer suites reflect that. I have my 2k for 2k Mastermind, my 2k for 2k program, my 200k Mastermind, my 2 Million Dollar Group, and my Entrepreneur Series, which is my newest offer.

So I have, that becomes my offer suite. And when people engage with me, everything is very cohesive, and it all makes sense. So they can build brand awareness very quickly, which builds know, like, and trust. They can feel like, oh, this brand is really well put together, and it makes sense.

We develop this over time, but these are levers you can pull instead of changing your offer, and instead of thinking you've reached all the people that you've reached, or the biggest one is there's no one in your audience. There's just not enough eyeballs. It's factually true. It's actually not.

So another example of a brand really impacting the marketplace and having an offer suite where everything kind of makes sense and it all goes together, and you feel like because you get all the different individual products, you get the brand, is Apple. Apple's iPhone, Apple's iMac, Apple's MacBook, all of their platforms, right? Like, I literally just said Apple as if it was his own product instead of it's the brand. It's like, when you think about tissue in America, you might actually say, can I get a Kleenex, right? That's how much the brand has penetrated the market.

So this is really important just to see as a big picture. We're just talking big picture right now. It's important to see that all of these things matter when

we're talking about marketing and we're thinking about the buyer, all the things influencing their buying decisions that have nothing to do with the fact that they just don't see you, they just don't care, they're just not engaged. If they would have bought, they already would have. None of those things actually play into it.

So just important to know these factors of the types of buyers, this matters. Because then, if you think about the types of buyers, you can start thinking, how do I speak to them? But before we dive into that, I want to also simplify it a little bit, or kind of dive deeper, but it's gonna simplify it.

So if you think about the five buyer types, this is what's important to know is that there can be different, so let me just give this example, is there could be an innovator that engages with a business during an early adopter phase, meaning the business is in the phase where the early adopters are starting to buy, but an innovator finds the business for the first time. This is gonna be really important in just a second, but I'm gonna give you an example of this.

So when I got certified with the Life Coach School in 2015, and I found them when they had started the podcast, and they were on episode 11. And because I'm an innovator, the very first offer they made for coach training after that podcast was started, I signed up for it. I was in the March, 2015 class. That business and that school had been around. Because by the time I got to my first mastermind, there were hundreds of coaches there.

So people had been getting certified, they just hadn't created a method of telling the world. And once they did, once they were at that place in their business, I find them, I'm an innovator, I buy right away. It's not that it's a linear way of growing, it's that these are just types of buyers, and they can come in and engage with your business at any point.

That's also why sometimes you feel like you get a bump, and then something happens, and you do something different in your marketing. And then if you start showing up again and you're back in alignment, you're

back in energy, and all of a sudden you get a bump again, it's because there are all these types of buyers always paying attention to you.

So the way that I think about it is there are really of those five groups, there are really just three types of people that hit all five of those groups. When it comes to you thinking about your business, I call them cold people, hot people, and warm people. So I'm actually gonna go in order. So I actually like to think about it as hot, warm, and cold.

So the hot people are your, maybe your innovators that come in, your early adapters. They really just need to know what the offer is and be called to action now. They're ready to buy. They really just need you to say, now is the time to buy.

But then there are also the warm people, and they need nurturing. And I teach this in my 200k Mastermind. I'm gonna drop this concept, but we can't dive into it with the hour that we have today, but I call it the tipping point. There is a tipping point for all of your warm people, which are your early adopters, your early majority, your late majority. Those would all be like warm people, and they're warm. So they're like thinking about buying, but there's one thing that you could say or do that would tip them over to being hot.

And then there's your cold people. And those are people that they have never heard of you until today. You show up to market and sell to them, and they hear about you. So they could be cold. And any of those five types of buyers, right, they found you today. Them finding you today does not impact them being an innovator or an early adopter, or an early majority, or a late majority, or laggard; it doesn't affect their buyer type. It just has to do with how soon they find you.

So I like to think about this because it's really important. I know at any point, there could be five different types of buyers looking at my business, and they could be any degree of cold to hot and ready to buy. I just want you to take a second and think about how powerful this information is, just knowing it. You don't have to be an expert in it. These are just the factors.

Ep #337: Three Types of Buyers in Marketing

You don't have to know everything. But just to even consider that's true makes marketing so much more motivating.

So this is another thing that I like to think about is of all cold people, this is new people coming into your world, 20% are likely the innovators or the early adapters, and they'll buy right away. 60% are those early and late majority, and then 20% are gonna be the laggards.

So again, there's just always 60% of people who just need to show up and give really good value and sell really well to them, and they're ready to buy at any point. It just doesn't happen when you don't even believe they're there. You don't show up to usher it in. You don't show up to provide the value, the visibility, the calls to action to make the offers that you need to be making to bring this business in.

Now there's one other factor that I want to share with you that's really important, and it's going to maybe blow your mind. If you think about your business and then ultimately in the future your brand that develops over time, and you think about your business and brand within the context of the whole world, 90% of the world, roughly, are not any of those people for you. 90%. 90%, no matter what their buyer type is, and if they come across you, and when they come across you are not your people. 10% are.

Okay, this is actually powerful information to know because a lot of times, coaches come to me and they're telling me they're like ruminating on this 90%. They're like sad about this 90%. They're focused on the 90%. They're frustrated by the 90%. They're like, ah, this 90%, like no one loves me. When really that's just the circumstance of the world.

So I told you I was going to blow your mind. Are you ready? As of October of 2024, Apple represents only 28% of the global mobile phone market. What? I want you to think about that. We're like, everybody obviously has Apple and knows about Apple and loves Apple and Apple's their technology of choice. But really, as of October of 2024, you can look this up. I know I almost asked you guys what you thought it would be. Just a guess. 28.33% of the global mobile phone market. This is perfect, right?

Ep #337: Three Types of Buyers in Marketing

Catherine said, “Not me, Android,” right? So it doesn't matter how good Apple gets, Catherine's not buying from them. This is important to know. You could spend all of your energy being really upset about that and really frustrated and make it all about you and your ability to succeed and your business value and all of the sad… like all of the heaviness that comes with it, or you could be like, oh, this is normal.

The way that I teach advanced marketing is that your number one job is to grow your self-concept and your ability to focus on the 10% and not the 90%. It is a very laser-focused thing to do. I can't ever entertain the 90%, because if I entertain the 90%, I get lost in the gloom and doom. I take normal failure and normal disengagement, and normal disinterest, and I make it about my ability to succeed, and people wanting my offer instead of that is normal. 90% of the people who see what I do are not my people.

And sometimes they maybe think that they are. So like they jump on your e-mail list. How many, like think about if people unsubscribing or unfollowing bothers you, but really maybe they just needed to like, they weren't sure if you were their brand and they're a person, and they got on the list, they read a few things, and they're like, nah. This happens to me all the time, right? Like, this isn't a thing that happens based on skillset.

Apple only holds 28% of the marketplace, but it's one of the biggest, fastest-growing, technologically innovative companies in the world, and it still only holds 28% of the marketplace. So we have to stop thinking about these things. We have to laser in on the 10%. Like my goal in every ounce of my marketing is to focus on the 10%.

I'm actually working on a social media program right now for my Entrepreneur Series. And this is one of the things I'm gonna talk about is like social media is set up for us to be believing that likes and comments and shares and engagement is the success of the social media profile. And in reality, 90% of the people who look at your stuff are not gonna be the people who buy from you. And the people who do buy from you don't always engage.

Ep #337: Three Types of Buyers in Marketing

So engagement has nothing to do with your level of, or your ability to succeed, but it's a mind game because it really Fs with us. It really tells us you're not likable. People don't like your, whatever your messaging is, it's not working. It gives us a lot of false business identity in the world because of the way the algorithm is set up. And also because then it has us focusing on that 90% instead of the 10%.

So someone that is exercising really great advanced marketing skills and mindset, they're gonna be focused on the 10% that are their people. They're gonna be looking for them. They're gonna be figuring out how to reach them. And they're gonna be thinking, okay, of those 10%, I wanna be closing the people who are hot right now. I wanna be converting the people who are warm with my nurturing. I wanna get them to be hot. I want to constantly be nurturing everybody, especially if they're cold and they come in because they either close when they're cold or they need more nurturing. And I wanna do it all from that perspective of 10% are the only people that are ever gonna be my people. Maybe a little more as I grow my brand, but likely it could even be less. It could be like 7%. And we just wanna build our capacity, like our durability inside of ourselves, to be able to handle that.

So if all of this is true, then where our power is using the three types of buyers, the cold, the hot, and the warm, in your marketing and sales engine to focus on how, and think about how you could deliver your content and sell to make sure you include all of those three people. And then using the five types of buyers in the market to know what skills you need to develop and how you need to develop your business and your brand long-term. To focus on the overall vision and all of your body of work, your community, your leadership, we're gonna talk about PSPR tomorrow, but all of the things that impact those five types of buyers long-term.

So here are the things that I teach in my 200k Mastermind that are like, I want you to think of them as all the levers, all of the tools that could go in your toolkit to allow you to speed people up in this buying process, to get them, no matter who they are, whether they're the, again, the innovators, the early adopters, the early majority, the late majority, the laggards, no

matter, knowing that all of these people are coming in and knowing that there'll be different levels of cold, warm, and hot, and I wanna make sure I include all of those people. Whenever I'm marketing, I wanna be able to increase my value to speak to those people. And I also want to figure out how to close them faster, right? Those are the things I want to do.

So the way we do this, there's a mindset and a process. I call it, anytime I talk about mindset, I talk about philosophy. It's basically, if you understand the philosophy, if you live by the philosophy, then your actions kind of naturally align.

So my advanced marketing philosophy, my mindset around marketing, is the first thing I'm gonna do is I'm gonna laser focus in on the 10%. I'm just gonna set myself up. I know I decided to start a business, and that business is going to involve 90% of the people who engage with me not being for me, and me having to focus on the 10% who are.

Then I wanna be thinking about long-term in my business, how many people I wanna be introducing to my business and nurturing in my business, and closing in my business today, every single day when I show up to market. I'm not thinking about, oh, there's only two people watching me. That feels terrible. Or, oh, I need to like start running ads in order to grow my audience, and that's the only way it grows.

No, I believe every day, without me doing anything, there is an audience that is available right now of all five types of those buyers, and they are different versions of cold, warm, and hot. And my job is to believe they are there, even if I don't see them, because remember, 90%, if I focus on the 90%, it's gonna look like there's nobody there. But my job is to laser in on the people that could be there and serve them today, but show up big enough that I'm also bringing in people for the future. Because I know that it takes anywhere from one day to three years.

So if I, for example, am marketing my 200k Mastermind, I'm not showing up just for the sales and the amount of students I wanna work with tomorrow. I'm thinking about the next 12 months, the next 18 months. I'm thinking

every time, I only sell it twice a year. So if I wanna have ultimate bigger brand awareness to reach early majority people and late majority people, I have to show up like I wanna sell to 1,000 people, even though that's not actually how many people I'm going to be working with right now. But I wanna think about that. Like, what would I do? How big would I, how much value would I give? How big would I launch? What would I do differently if I knew that today's marketing efforts were an investment for tomorrow?

And then I wanna think every single day, because I only launch twice a year, I wanna be thinking about how do I constantly be nurturing that audience? So one of the things I do is I email my waitlist every week. I have students come on the podcast and share what they've learned and how they created money and try to extract all of their knowledge while they're in the flow of it. I talk about the concepts on the podcast. I talk about it on my social media.

I'm constantly serving my people. We'll talk about that on Thursday. We'll talk about delivering, but I'm thinking about serving the people now becomes, like their experience becomes what the late majority and the laggards need in order for them to buy. They need to have had a group of people that go through the process and do really well. And then I wanna stay out of any type of marketing despair. I wanna be like really well-coached in my brain.

This requires a lot of emotional intelligence, a lot of emotional regulation. talking about this in a lot of my containers lately, but the ability to hold hard feelings in your body because it's your brain's natural response, especially because of the way the algorithm is set up. If you're interacting on social media, not all my clients do, but it's a free platform for billions of people. So a lot of people are on social media, and the algorithm is just not set up to show us this 10% very easily, and to see and believe that they're there right away.

So it requires a big amount of emotional regulation and being willing to hold hard things. And then increasing your capacity to be seen more and more

so that you can reach more and more of the market, right? The more you're able to show up consistently and give value, I call that recurring marketing is just marketing that your people can count on, places your people can count on.

So people can always count on a Monday email from me. If they're on my 200k wait list, they can count on a Wednesday email from me. My people can count on a free podcast every Wednesday morning at 6 a.m. Most mornings, unless I got it in late, and then sometimes it's 7 a.m. But every day, there's never been a Wednesday that hasn't had a podcast go by. They can count on me showing up on social media, not every day, but they can always say, like if I go to Stacey's social media, I will see something inspiring. I will see something that is very specific to her work. I will see her talking about her work. I know it's there.

So that's like recurring marketing people can rely on, and I'm gonna be working on making sure I'm the type of person who delivers that no matter what's happening in my life. It just happens. We get it done. We figure it out. Doesn't matter if it was hard. Doesn't matter if it was inconvenient. Doesn't matter if it, whatever it is, it's like I figure out how to do that. Sometimes that's doing it ahead of time. Sometimes that's meeting my own limiting beliefs and getting it done. There's a lot of different things that happen, but I make sure people can start to rely on me.

Then we start calling people in with special event marketing, which are things like this. We're like, here, come in and have an opportunity to engage with me with closer proximity, to get to know me, my brand, and what I offer on a closer level. And then let me, as I'm out on social media, and as I'm in these trainings, and as I'm coaching my people, demonstrate the emotional energy, the feelings that represent my brand. So you'll always see me showing up grounded. You'll always see me showing up thoughtful. You'll always see me being very precise. And I'm very compelled all of the time for the work that we're all doing as coaches. So I emulate that in all of my marketing. People feel that, and it makes sense for my brand.

And then the last thing that's the part of the advanced selling philosophy is believing in demand, believing that there are people out there right now, not new people you have to go find, but people right now in your world, this just a small group of them, and your job is to get through to them. But they are there, they demand your work, and the more you get good at getting through to them, the bigger that audience gets.

That's what we think about. That's if we align our thinking, and that's the way that we start operating on a daily basis, I want you to think about what a difference that would make in your business. If that's the way you're thinking, if that's your normal set of standard belief systems. And then within that, these are the actions we take. These are the processes that we do.

So one of the things I teach in marketing that I think is very different from everybody else is that we work to close the existing audience we have first. It's the most essential thing that you can do. It's actually the least, like the way you can capitalize on your effort and your capacity, and it actually does change your problem-solving if that's what you're focused on instead of going out and getting new leads all the time. Going out and getting new leads comes from either not having the ability to close and give the people that are in the early and late majority what they need to buy, not knowing how to communicate with them, or it comes from being focused on the 90%.

And then thinking, obviously, disengagement means it's not the right formula, so it's not the right people, I have to go out and get more people, instead of I have to increase my skill at communicating with the people that already exist. I have to increase the value that I give to the people who already exist. So that's the first most important thing.

Then the other thing that people would not expect, especially after you've listened to me talk about these five different types of buyers, is you actually wanna have a very simple marketing plan. Just like you wanna have a simple offer, you wanna have a really simple marketing plan. Here's why. I

have people even in my 2 Million Dollar Group who will tell me they are literally everywhere doing everything. It becomes very hard.

Michelle, I love this question. “How do you know your 10%?” It becomes very hard to figure out the answer to that question when you're everywhere. When you're on Instagram, when you're on Facebook, when you're on TikTok, when you're on LinkedIn, when you're running Google ads, when you're on different job platforms, when you're doing all of the things, all of the places, it becomes very, very difficult to know where people are coming from, what's actually working. And then within that, you typically show up a little different with all of these platforms. So what's that? How's that working? And who are your actual people?

So you wanna have a very simple, essential marketing plan that allows you to really look at each place you're showing up and really hone in on the 10% there. And you won't always know your 10%. That's the point. You have to believe that they're there, even if they don't show themselves to you.

I've said that, I've told this story many times, but every time I launch my 200k Mastermind, and this next launch will be my 12th or my 13th launch, but I always run a social media campaign. And really anytime I'm selling, but really specifically with this room, I see this a lot. If you went to my social media, and you can even scroll down and see the old launches, if you went there and you looked at the posts, and then you looked at the engagement, you would think this girl makes no money. There's like six likes, two comments, sometimes no comments. And yet I would make 3 or 4 million dollars every time I launched the program, and have a lot, and I've served 700 students in the last 12 rounds.

So it's not evident that you see them. They don't typically show themselves. The buyers that actually buy, they don't typically tell you they're buying in the comments. They don't typically share it to their story. They don't typically engage because they're buying. And then on top of that, it's like,

it's just our expectation with the way social media runs that we're gonna post, and the 10% are just gonna reveal themselves.

No, that's actually the hard work of advanced marketing. It's the belief in demand. You have to believe that 10% is there. You have to believe that as a circumstance, as a truth of the world, without seeing any evidence. And then you have to show up to speak to the,m regardless of what it looks like, regardless of anything. And then you use the feedback to just improve constantly. So it's not that you do the same thing over and over, but you do improve over and over.

One of the best questions I ask myself in my marketing to improve is, what else haven't I said? What can I say that I haven't said? What's a different angle I can take? I think about the types of buyers, and I think, let me write an email. Let me write an email specifically for them. Let me make a post directly for them. And I make sure I'm covering all of them. I think about the people who are hot right now, and I speak to them. I think about the people who are warm. What's their tipping point? What might they need to hear?

Then I think about cold and I make sure that even though I speak with familiarity because I know people have been following me for years, I also speak as if no one's ever heard about my offers. I speak as if they're brand new and I don't assume that anyone has heard a podcast or anyone's read a previous email or anyone's done a previous thing. And I'm able to focus on that because there's a simple marketing plan.

The third step of the advanced selling process is overselling, and the way that I want you to think about it for this specific training is it's over-giving value. A lot of times we think about, if I wanna close 10 people in my group, I'm gonna give value thinking about those 10 people. But we underestimate the amount of effort, energy, value that we have to give to close 10 people. So we've gotta do way more. We've gotta think about how many people do I wanna sell in a year? How many people do I wanna sell in three years? And then I need to show up to give that value right now.

And then the fourth step is I really want to work to create content specifically meant to speed up my client's buy cycle, to figure out what needs to be said, what type of value I need to give, what do they need to believe in order to be ready to buy right now.

These are each things that we could spend an hour talking about each and every single one of these things, but I just want you to know that these are tools at your disposal that make focusing on the 10% a lot more productive and easier and increase the value every single time you show up when you work on these things.

So the fifth thing, and I've already mentioned this, but I actively spend time solving for what I think each buyer type needs. So when I create a launch, when I create a marketing sequence or a sales sequence, I'm always thinking, everyone's like, how do you create so many emails at once? And what do you put in your emails? But what I put in my emails are just me thinking about those five buyer types and how can I address all of them? How can I make sure I touch on each thing, something that would be important for each of them?

And then this is the most important. People buy based on energy, based on connection to you more than anything. So the sixth step of advanced marketing is getting really good at marketing in alignment for you and not doing things outside of alignment for you. Not stepping out of things that bring you joy, not stepping out of things that you feel powerful in, not stepping out of things you just genuinely wanna do.

So, for example, sometimes I have time and I'll just quickly record videos on my Insta story and say what I'm thinking about in the moment. I don't do it very often, but every once in a while, I just get on there and I start going. And the way that the algorithm works and typical buyers work right now in the world, typical engagers on social media, they want to read captions because they don't want to take the effort to click on the video and listen, except I don't want to do that.

Ep #337: Three Types of Buyers in Marketing

Sometimes it takes so long, and then you hit the caption, and then it like spins for five minutes, and then it tells you it's unavailable, and by then I've lost the desire to do it. So instead, I only do things that I really like to do, so my energy is really pure and clean and exciting with everything I do. And that has, that creates a lot of power in everything you d,o is because it's very intentional and it's based on the things that bring you joy and what you would be excited to listen to or to read or to watch or to consume.

And then the last piece is we're going to talk about tomorrow is communicating in the language of PSPR, which is the most potent form of communication that you could possibly do for people that will reach those early majority, reach those late majority and get the 60% of people that you just have to work a lot harder to reach, but you can't do any of these things when you're saying your audience isn't big enough and you don't have a big enough audience, when you believe your list is dead or it's not good, or if you say things like if they wanted to buy, they already would have, or no one's paying attention, they're not interested, I don't have demand, the market doesn't take me seriously, I'm just a small business, anything like this, or if you're fiddling with your offer, instead of solving for the above things. Or if you're creating too big of strategies, trying to get more eyeballs because you're not, all you want to do is get those innovators because they give you a hit, but they don't make you develop the skillsets required to tap into the early and late majority where like the winfalls of money come from.

Okay, so that is advanced marketing and what we would really dive into for those of you who are considering 200k Mastermind, we're gonna be talking about it a little bit every day, but these are the things that I have my students focusing on. These are the things that give you the most power in your business and have more of an impact than any of the things you might be currently spending your time on.

Hey, if you're ready to make money as a life coach, I want to invite you to join my 2K for 2K program; where you're going to make your first $2,000 the hardest part using my simple five-step formula for getting consults and

closing new clients. Just head over to StaceyBoehman.com/2Kfor2K. We'll see you inside.