



Your Earliest Step to Success

~~Defining~~ Refining Your Business Offer

What Are You Really Selling?

Define an offer your target customers actually want



**A practical framework for validating your offer,
understanding your target audience and creating something
people genuinely want to buy**



About this Guide

This guide will take you through the key stages every business should complete before starting any advertising activity.

How confident are you that you're selling the right product or service to the right audience?



If your advertising campaigns are not generating the level of engagement you expected, this guide is definitely for you.

It will help you gain a deeper understanding of your target customers, including their needs, motivation, and what ultimately drives them to click, enquiry or make a purchase.

If you would like to explore the earlier steps I recommend before reaching this stage, please refer to the end of this guide.

These steps are:

- 1 Assess your skills and resources
- 2 Choose a suitable business model
- 3 **Define what you sell and who it's for**



Before we get started...

AN IMPORTANT NOTE

Don't rush into paid ads.

Many online businesses burn through hundreds or even thousands on advertising before finding a profitable formula.

First, prove that your message, offer, and audience are a good match through organic traffic. Then use paid advertising to accelerate growth, not to discover whether your business works in the first place.

Validate first. Scale second.

If you decide on hiring a marketing agency, this guide will give you the foundation needed to make smarter decisions and assess marketing advice with confidence.

***A financial hit early on can destroy confidence.
A low-risk approach builds it.***

1stOnlineBiz101 is built around **low-cost, beginner-friendly business models.**

That means:

- Low operating costs
- No mandatory ad spend
- Organic traffic first



INTRODUCTION

This guide is written for those who have, or who are in the process of setting up, a small one-person business.

If you're feeling overwhelmed with information or unsure on if and where you might be going wrong, I invite you to my simple and concise directions.

This will not replace the need for a professional marketer, it's too arm you with the basics necessary to get results.

My aim at 1stOnlineBiz101 is, as always, to :

- Remove confusion
- Reduce risk
- Help you generate online income **as fast as possible.**

Don't worry, I get it!

You're building a business, wearing every hat, and trying to find enough hours in the day.

If learning marketing feels like one more thing on an already full plate, this guide is for you.

I'll keep it simple and focus only on what's essential. No jargon, no fluff, and no need to become a marketing expert.

Just the fundamentals you need to gain traction and move forward with confidence. If you'd like to dive deeper afterwards, you'll find additional resources at the end of this guide.



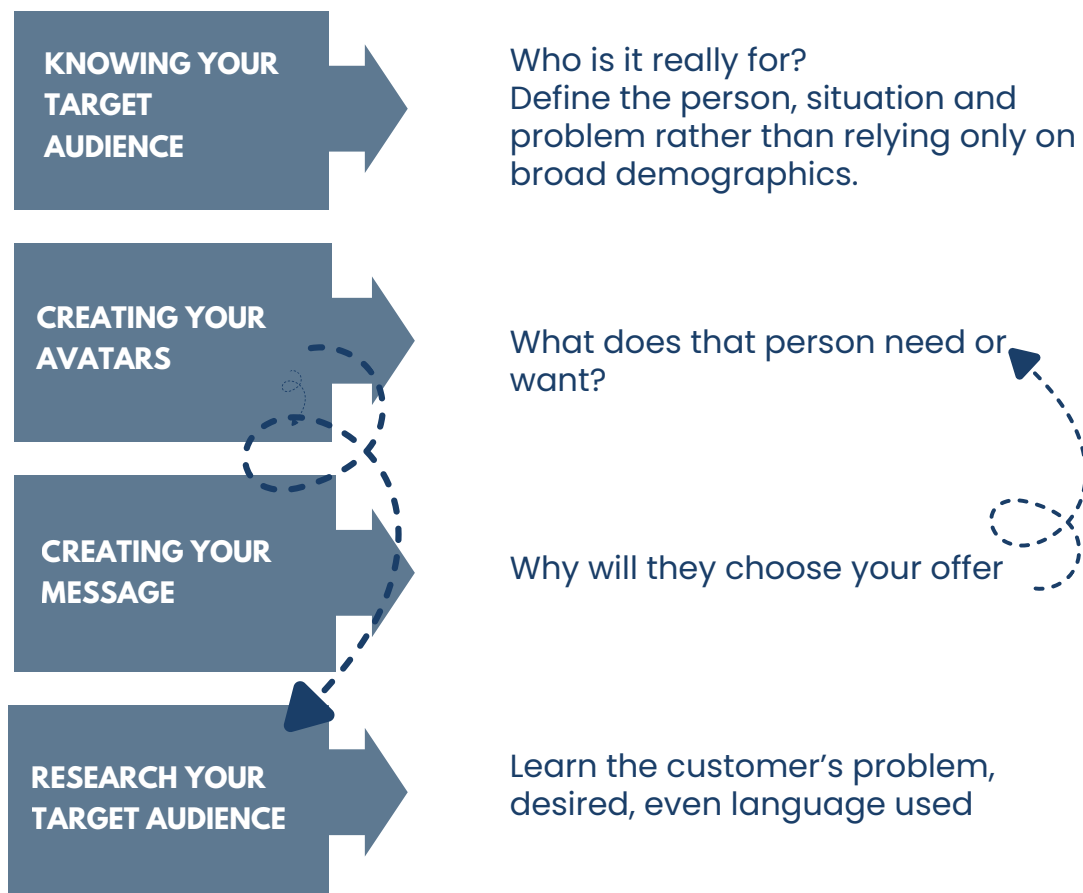


DEFINING WHAT YOU ARE SELLING

This guide will help you look beyond the features of your product or service and focus on what truly matters to your customers.

You'll learn how to better understand your target audience and uncover what they really want to buy: the result, benefit, or transformation your offer helps them achieve.

The purpose of this is simple: to help you craft messages that speak directly to your customers' wants and needs, so they're more likely to engage with your marketing, respond to your offers, and ultimately buy from you.



STEP 1

KNOWING YOUR TARGET AUDIENCE

Learning about your customers, understanding their situation, and identifying the problems they face will help you relate to them more effectively. The better you understand them, the more likely they are to engage with your message and respond to your marketing.

The success of your marketing depends on how well your message connects with your ideal customer. People naturally respond to messages that feel relevant to their needs, challenges, and goals.

That's why your first priority should be understanding who you're speaking to, what they want, and how your offer can help them achieve it. Once you understand this, you can create marketing messages that resonate, build trust, and inspire action.



Goal

understand your customer: what they need, what they want, and the problem they're trying to solve

The Why

You probably already have a general idea of who your customers are, however, when creating marketing messages and ads, it is important to divide them into smaller groups, or **segments**, based on their specific needs.

For example, imagine you offer physiotherapy services. Someone looking for relief from chronic pain is unlikely to respond to an advert focused on sports injury recovery. Although both customers need physiotherapy, their goals, concerns, and motivations are very different.

Result: By tailoring your message to a specific customer group, your marketing becomes more relevant and effective. Your advertisements can then be placed on the right platforms and paired with images and messaging that resonate with that audience.

Next Step: Create Your Avatar

STEP 2 CREATING YOUR AVATAR



Your marketing message and advertising can be the difference between a struggling business and a thriving one. They are the lifeblood of your business, shaping how customers perceive your brand and influencing their decision to buy.

By tailoring your message to a specific customer group, your marketing becomes more relevant and effective. Your advertisements can then be placed on the right platforms and paired with images and messaging that resonate with that audience.

This is where the use of customer avatars comes in.

An avatar helps you create marketing that feels personal and relevant.

As discussed earlier, start with the customer group that is easiest for you to understand or serve. Focus on them first before moving on to other segments.

Your avatar can include:

- Age range
- Goals
- Challenges
- Interests
- Motivations

The better you understand your avatar, the easier it becomes to create messages that speak directly to their needs and desires.

Every advert, post, email, or sales message should feel like it's written just for them. That's what makes people stop scrolling, pay attention, and engage.

Don't worry about getting it perfect. As you do more research, you'll refine and improve your avatar over time.

STEP 3 CREATING YOUR OFFER (MESSAGE)

“The lifeblood of the business”



Every marketing message should include three key components: the **Hook**, the **Offer**, and the **Call to Action**.

First, we will discuss one of the most critical components: the Offer; it is the heart of your business. This is where **defining what you are really selling** becomes important.

It focuses on the result, benefit, or transformation your product or service provides, rather than the product or service itself.

Ask yourself: *"What's in it for the customer?"*

Whether you're creating an advert or a marketing message:

- Keep it simple
- Make it genuinely valuable and attractive.
- Explain your offer in one or two sentences.

Creating a strong offer requires research. The better you understand your customers' wants and needs, the more compelling your offer will be.

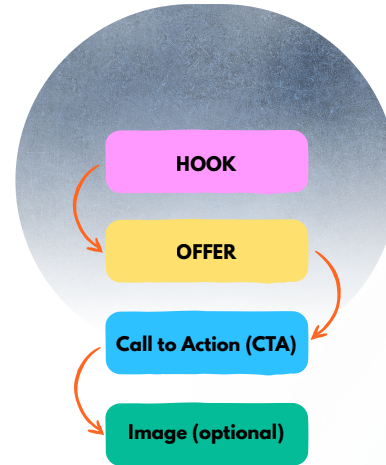
Research is vital when creating content, but before we explore that further, it is important to understand why all of this is necessary.

The following page illustrates the components: the Hook, Offer, and Call to Action and provides a fully explanation.

Introducing the Structure of an Ad

Once you understand your customer, this next step is creating the message. This section is to demonstrate how an advert is structured.

Each of these components plays a specific role in guiding a potential customer from interest to action.



Whether you're creating a social media post, a Facebook ad, an email, or a landing page, most successful marketing follows the same basic framework: the Hook, the Offer, and the Call to Action (CTA).

The Components

Hook

The hook is designed to grab attention. It's the first thing your audience sees and determines whether they continue reading or scroll past.

Offer

The offer explains what you're providing and why it's valuable. It answers the question, "What's in it for me?"

Call to Action (CTA)

The CTA tells the customer what to do next. Whether it's booking a call, downloading a guide, or making a purchase, the CTA provides a clear next step.

The final step: You have now been given the insights to the importance of identifying and knowing your intended audience, you also have seen and how it is used. Next we look at the gathering of knowledge and information about them.

STEP 4 RESEARCH YOUR TARGET AUDIENCE



A common mistake is trying to start writing adverts without first the steps outlined in this guide.

Reaching may seem like a dry subject, it can even sound daunting, however it can be very rewarding.

Here are some steps to help you:

1. Start by visiting the platforms where people discuss the problem your business solves.
2. Look at forums, social media groups, Reddit, Quora, comment sections, and anywhere your potential customers are having conversations.
3. Pay attention to:
 - The words they use
 - Their frustrations
 - Their goals
 - Their questions
4. Find a competitor and study their advertising. Don't copy them. This is purely a learning exercise.

Look at how they describe the problem, what offers they make, and what language they use.

FINAL WORDS: TEST, TEST & TEST



There is no magic formula for creating the perfect advert. Your offer and message should always be tested, so avoid spending your entire budget before gathering enough data. Ultimately, the market determines what works.

Professional marketers commonly test three to five variations during the testing phase. This often involves changing just one element at a time, such as the Hook or the Offer, to identify what performs best.

Testing is essential. Make sure your results are measurable so you can clearly see what works and what doesn't.

Give yourself permission to experiment, learn, and improve. It can take several weeks or even a few months before clear patterns begin to emerge.

The goal isn't perfection; it's progress.

The Next Step

Thank you for reading this guide. I hope you found it both informative and helpful.

If you'd like to learn more about marketing, I invite you to read my guide, Marketing with Zero Budget. You can download your copy by visiting 1stOnlineBiz101.com.



You'll also find additional resources, tips, and practical advice to help you on your journey towards building your own independent source of income.

Wishing you every success!

Marilyn

WANT TO GO FURTHER INTO THIS SUBJECT?

This is by no means meant to be a comprehensive guide into to topic of – what is essentially – increasing results from your marketing efforts to grow your business.

A truly effective advertising campaign will involve an understanding of the mediums' platform you're working with, their different user base.

i.e. Facebook, Instagram, X, LinkedIn, TikTok, Pinterest

Business choose platforms based on their goals, target audience and the type of content it is sharing.

A successful campaign will tailor their content on the platform their audience are.

WHEN WOULD USING A PAID MARKETING AGENT MAKE SENSE?

When you are investing a large sum your business, hiring a marketing agent will be a good investment. However, bear in mind, the regrets by many business owners who have taken this step is that the results were very poor.

👉 **Visit 1stOnlineBiz101.com/contact**

If you would like assists in carrying out these pre-steps outlined in this guide, which will include engaging a vetted agent, I can be contact here