

Understanding Your Client



How Understanding Your Target Market Will
Create Marketing That Your Potential
Clients Will Find Irresistible

By Amy Roberts
www.massagetherapysuccess.com

Table Of Contents

Chapter	Contents	Page
Introduction	Introduction	Page 3
Chapter 1	Why Do You Need To Understand Your Potential Client	Page 4
Chapter 2	Your Target Market is?	Page 7
Chapter 3	Knowing How Your Clients Think	Page 11
Chapter 4	The 5 Steps To Finding Your Target Market	Page 32
Chapter 5	Target Market Layers	Page 68
Chapter 6	Using Your Target Market Information	Page 70
Conclusion	Conclusion ...	Page 90

Limits Of Liability / Disclaimer of Warranty

The author and publisher of this book have used their best effort in preparing this publication. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness or completeness of the contents of this publication. They disclaim any warranties (expressed or implied) merchantability or fitness for any particular purpose. The author and publisher shall in no event be held liable for any loss or other damage including but not limited to special, incidental, consequential or other damages. This manual contains material protected under the International and Federal Copyright Laws and Treaties. Any unauthorised reprint or use of this manual is prohibited. Any breach of these laws will result in a legal experience you will never forget. Thank you and have a nice day.