MILLION DOLLAR TARGET ™

Your Million Dollar Target

(VIMEO : https://vimeo.com/292759317)

How to Properly Target Your Audience for Ads that Convert!

The purpose of this framework is to do the best groundwork so you can properly segment your Ad / funnel combinations to target the right prospect with the right message so you can get the best possible ROI on your Ad Spend. You can not get any traction with a generic business card ad- i.e. a smiling face and a nice haircut or suit and the name of your bank or brokerage. People do not care about your bank, your style or your haircut.

 People are motivated by their own desires and pocketbook. This is called WIIFM - the station most people are "tuned in to" What's In It For Me!!! They vote with their checkbook! What is in it for them?

When you get this right, you can write ads that create 2x to 10x or more ROI for your ad spend. What's more, mastering one profitable funnel is literally like having an ATM machine where you know exactly what you will get.

Most originators run ads like a slot machine and have no idea how to create ads that convert to leads. You will be different. By doing your groundwork, you will be able to set up highly targeted ads that generate a positive ROI - for every $1 you invest, you can expect a $2 to $10 return or more! Your ROI depends on how well you test, invest and master this process. Become a master marketer in your region and you can write your own ticket!

*These categories are not going to be used to violate any FHEO (Fair Housing Equal Opportunity) laws that govern lending. They will be used to understand the real needs and preferences of the unique prospect so that the Ad funnel will be effective. When you set up your ad targeting, you can control targeting categories that will not violate

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compliance. Dr. Robert Needham, a Rocket Scientist who created several multi-million dollar businesses, said that being an expert on the rules, laws and regulations will give you the clear advantage over your competition.

Who (demographics)	Preferences (psychographics)	3 to 5 BIG wants / desires / dreams - what do they really want?	3 to 5 BIG fears / pains / aversions - what do they really want to avoid?
Name Age Marital Kids Income Current location Desired location	Sites they like Authors Music Causes / politics Social Media prefs Publications Associations Brands they like Experts Tools they like Activities Opinions, events, behaviors		

Product - Which Mortgage Products & Tools will best serve this prospect?

Million Dollar Target Summary - From your work above, write a detailed description for each prospect target, one ideal prospect per framework! Try to be specific and get in their shoes. This will be used to develop your future ad and messaging to nurture one specific marketing prospect until they apply for a loan. One of the best ways to learn about your targets is to get on forums and social media, or to hang out where they hang out and get to really know what makes them tick!

Example: Joe is a 24 year old, single renter who graduated from college and wants to move into his first condo in East Detroit within 6 months. He has a girlfriend, no kids and is working as an IT professional, making $55K per year. He likes computers, craft beer and spends time listening to jazz and social media channels are Instagram and Facebook.

His 5 Big Desires are:
- *Wants to get the best deal for the best price*
- *Nice place to entertain friends*
- *Close to downtown entertainment*
- *Safe condo with a nice view*
- *Wants to be able to sell in 3 to 5 years or when he ties the knot!*

5 Big Fears:
- *Paying too much for his first condo*
- *Appearing poor or unintelligent*
- *Living in an unsafe neighborhood*
- *Losing equity in his first condo*
- *Not impressing his friends with a bad purchase decision*

Using the information above, craft at least 3 Million Dollar Headlines that will be used later for your Million Dollar Lead Magnet and your Million Dollar Ad

Use this simple framework to test first. Copy it first and run some tests in the Ad unit, then improvise after learning more about metrics and funnel improvement strategies.

HEADLINE MODEL: (CALL OUT PROSPECT TARGET) then tell them how they can _get something they really want_ in a _short time frame_ without having to deal with _the big thing / fear_ they don't want.   Use your region if targeting a specific geographic region.

Example 1: Tired of Renting? Download the Detroit Michigan New Home Buyer's Guide: 5 Steps to Get Your First Home in 45 Days or Less Without Over-paying or Getting Stuck with the Wrong Loan!

Example 2: Shopping for your first home? Don't buy until you download the Detroit Michigan New Home Buyer's Guide: How to get your first home without paying too much!

Example 3: Attention Renter: Fire your landlord and buy your first home! Download the Detroit Michigan New Home Buyer's Guide: 5 Tips to Get Your First Home in 45 days or less while saving at least $5,000.

The key with ALL advertising success is split testing, tracking and improving. Split testing has been proven to outperform the most high-priced advertising guru for decades and it is easy to do.

Now practice writing out some headlines of your own!

Million Dollar Headline #1

Million Dollar Headline #2

Million Dollar Headline #3