

Twitter Thread by Oliver Ω



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Discover how to perform "DNA deep" market research

Or, how to impersonate your niche

[Thread]

Believe it or not, you can create a great business targeting a customer avatar that's completely different than you

The secret? Market research

Everyone tells you to research your niche...

But you do better by impersonating your ideal customer

How can you do that? Read on

Step 1) Create a new user on your computer (a different profile altogether, different login, etc)

Create a new gmail address

Sync that new email to Google Chrome, YouTube

Create new social profiles with that email address

If you're not in the US, use a VPN to change your location

Step 2)

Don't use any ad blockers

Visit websites and follow people your ideal customer would

Let browser cookies work their magic so you get targeted by the same ads and content your ideal customer does

Step 3)

Join Facebook groups, LinkedIn groups, etc relevant to your ideal customer

Buy Amazon books and products your ideal customer would

Sign up for relevant email lists

Step 4)

By now you should know the language, the patterns

Ask yourself these questions:

-What annoys my ideal customer?

-What are they ashamed about?

-What are they not saying explicitly, but truly believe?

Step 5)

Use the Facebook ad library to spy in Facebook and IF ads

Sign up for vidtao to spy on YouTube ads

Go inside funnels, buy the front end offers and see what back end offers are like

Read emails they send you as a buyer

Step 6)

Knowing everything you know now, after, say 30 days

You can build 1-3 distinct customer avatar profiles, also known as buyer personas

P.S. Study what your ideal customer buys, even if it's completely different than your own offer

Step 7)

P.P.S the longer an ad has been running, the likelier it is to be highly profitable

Careful trying to learn lessons from brand new ads

Step 8) Re-read your thread so it's not full of typos