

7 Steps To Reach Untapped Audiences In Your Target Market (Hardly Anyone Is Doing This!)

Start by taking a look at what you are offering. **What type of people would be interested in your offer?** Decide on audiences that would respond well.

For instance, if you are selling a weight loss product, then your target audience would be people who want to lose weight or have purchased weight loss products. So where would you find those people?

We will be discussing **Newsletter Marketing.**

Here's how to begin. Go to google and type in your *search term*.
EXAMPLE: weight loss + newsletter or "weight loss + newsletter"

1. What you are looking for, are websites related to your niche that provide an option for people to subscribe to their newsletter. So look for an opt in form somewhere on the page.
2. Now take that website URL over to [Alexa.com](https://www.alexa.com) and enter the URL in the search bar (top right). If the Global Rank shows fewer than 100,000, begin to create a list of all the websites in your niche.
3. Next, go back to the website and search for a Facebook or Twitter account. Do they appear to have a lot of followers and fans? *If yes*, make notes on your list.
4. Now search the site for Advertising, (scroll to the bottom, it's usually there.) Now that you know if they offer advertising, contact them and ask if they will allow broadcasts to their list.

EXAMPLE SCRIPT WHEN CONTACTING:

"Hello, I really like your site and would like to know if you offer email broadcasts to your list.

If so, would you please forward rates on newsletter broadcasts as well as the current number of your subscriber base? Thank you"

Some will respond and some will not. For those that do, you will compose a solo ad that goes to a capture page and now you have a virtually untapped targeted audience of people who want what you have.