

Starting An At Home Business - How To Find Your Target Market

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When starting an at home business such as network marketing one of the first things you need to figure out is who your target market is.

This is one of the biggest mistakes many hopeful network marketers make as they go about their prospecting in a hit and miss fashion and get hit and miss results. To be truthful, the results are more miss than hit!

The question is often asked what is the right target market in network marketing? Is it home based business seekers? Yes but it's too broad. How about work at home seekers? Again yes, but still too broad. What about network marketers? Bingo! Now we're getting somewhere.

This may surprise many MLMers that their number one target market is their own back yard. It's a known fact that the failure rate in MLM is huge. In fact, more than 90% quit their business within the first three months. That means those people without a business to their name are caught in what we know as the transition period and just the mere fact they looked at and tried an opportunity once, means they'll more than likely be looking again.

Despite the failure rate in the business network marketers are a hardy lot and many know that one failure doesn't mean MLM does not work. So when starting an at home business in this niche you will want to target this market.

The next thing you will want to do is to really find out who this person is. Things like what they want, what they're interested in and the problems they want solved. Once you put yourself in your prospect's shoes and are able to feel their needs, wants, desires and pain, then you're in a better position to know what solutions to offer them.

The next step is understanding the principles of attraction marketing. If you're starting an at home business today such as network marketing and don't have any online real estate to speak of then you'd better build some or learn how to produce it.

Websites and blogs will be your conduit to intercepting these prospects as they go online looking for information on working from home. The beauty about this is these people are already looking for a solution. By putting your online real estate in front of them then you'll be ahead of the curve - that is, ahead of most of the rest of the MLM crowd trying to build their business off line.

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