

STRUGGLING TO MARKET YOUR OFFER?

GRAB A COFFEE. THIS IS YOUR
INTRO TO STP. IT WILL HELP YOU
COME UP WITH A PLAN WITHOUT
SO MUCH OVERWHELM.



FOR SOLOPRENEURS & SMALL
BUSINESS OWNERS **ONLY**



Before we get into STP, please do a little homework. Use desktop research AI or industry specific organisations.

Understand your market size and learn a couple of new terms.

TAM (Total Addressable Market)

This is everyone who could buy your product if there were no limits.

SAM (Serviceable Available Market)

This is who your business can actually serve based on your model and reach.

SOM (Serviceable Obtainable Market)

This is who you'll realistically focus on right now.

Why does this matter?

This helps you prioritise, stay realistic and build smart growth strategies based on what's possible now and not just what's exciting.

Helps with overwhelm and time constraints as well!



SEGMENTATION OR BREAKING YOUR AUDIENCE INTO GROUPS

Think about the categories most suitable to you.

Demographic segmentation like age, gender, income, marital status and family size, roles

Geographic segmentation like country, city, climate and local culture

Psychographic segmentation like values, beliefs, lifestyle, personality, goals, mindset

Behavioural segmentation like how they buy, stage of awareness, readiness to purchase

Technographic / channel segmentation like what devices, tech savviness and preferred platforms they use

Or go all in a build a segment on all of them!

Why does it matter?

You can't talk to everyone the same way.

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EXAMPLE OF SEGMENTATION

Let's say you're a wedding photographer working across Australia. You want to attract more clients, but you know not all couples are the same, so you segment your audience like this:

Demographic Segmentation

- Age: 25–35 is your sweet spot and mostly brides-to-be reaching out first, Engaged (duh!) & some planning second weddings

Geographic Segmentation

- You mostly shoot in Hobart, Melbourne, and the coast and city weddings are very different from rustic, vineyard-style ceremonies. You have also noted trends in destination elopements in Tasmania

Psychographic Segmentation

- Some couples value tradition and family, while others want non-traditional, relaxed, documentary-style photos. Some want ALL the Pinterest vibes and others want minimal fuss

Behavioural Segmentation

- First-timers vs. couples who've worked with a photographer before and some book early and want the full package, while others inquire last-minute and just want a few key moments captured

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Technographic / Channel Segmentation

- Your dream clients find you on Instagram and they're saving Reels, liking behind-the-scenes and they're probably on mobile, late at night, looking for inspiration

Why does it matter?

You can't speak to all couples the same way.

A formal, luxury wedding in Melbourne needs different vibes and packages than a barefoot beach elopement in Bruny Island.

When you segment, you get clarity quicker and clarity helps you connect with the right clients, faster.

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TARGETING: CHOOSING WHO TO FOCUS ON FIRST!

Don't try to serve everyone.

Focus on the group that's most likely to convert now.

- Best fit = fastest traction
- Most likely to say yes = better ROI
- Make an impact = build momentum

Why does it matter?

Time + money are limited.

Focus = growth



EXAMPLE OF TARGETING

You're a health coach with experience helping all kinds of women from busy mums in their 30s to retirees in their 60s.

You could market to everyone.

But you decide to focus first on women in their 40s juggling work, kids and fatigue.

Why?

- They're actively looking for solutions and Googling them at 11pm
- They've likely tried things that didn't work, so they're ready for change
- You've already had success with clients just like them

Once you've nailed that group?

Then you can expand.



POSITIONING : HOW YOU STAND OUT TO THE RIGHT PEOPLE

It's the message you put out across your website, emails, newsletters, socials, youtube or podcast as an example.

- Make them feel seen
- Speak their language
- Be the obvious choice

Why does it matter?

When people see themselves in your message, they're more likely to buy and refer you. Be consistent.



EXAMPLE OF POSITIONING

You're a health coach. You help women over 40 feel strong, energetic and in control of their health.

Weak positioning:

Helping women live a healthier life through movement and nutrition.

Meh. Could be anyone, anywhere, anytime.

Stronger positioning:

For women in their 40s who are tired of quick fixes and ready for real energy, strength and sustainable habits. No fad diets and no shame here!

- It calls out the exact audience: women in their 40s
- It acknowledges a frustration: sick of quick fixes and fad diets
- It promises a transformation: energy, strength, sustainability
- It uses everyday, honest language: no shame, no fluff

Or something like this:

Feel like your energy disappeared somewhere between work meetings and school drop-off? My 12-week program is designed for women in their 40s who are done with crash diets and ready for real and sustainable health options.

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TL;DR

Segmentation = Your Groups

Targeting = Your Focus

Positioning = Your Message

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MARKETING CATALYST FOR THE DOERS AND DREAMERS.



Share to help others



Save for later



Open mind, open to feedback



Follow **Amanda Jones** if you are a dreamer, a doer and a curious soul.

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