



# How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers

*Kelly McDonald*

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Reach new and diverse customer groups and expand your market share

The standard approach to marketing is to look for as many people as possible who fit one core customer profile. *How to Market to People Not Like You* challenges this traditional thinking about core customer bases, giving you a new approach to expand your customer base and your business.

Arguing for focusing on customer values rather than demographics, *How to Market to People Not Like You* reveals how you can grow business and profits by targeting those who are different from your core audience, rather than those who share similarities.

- Reach unfamiliar new market segments with your products
- Learn how to engage micro-segmented customer groups
- Author's company was named one of the top ad agencies in the US by *Ad Age*

Find out *How to Market to People Not Like You*, understand the needs and values that distinguish diverse customers, and reach their hearts, minds, and wallets.

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Playing with family inside a park, coming to see the sea world or hanging out with friends is thing that usually you might have done when you have spare time, after that why you don't try thing that really opposite from that. A single activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers, you may enjoy both. It is good combination right, you still desire to miss it? What kind of hang-out type is it? Oh seriously its mind hangout folks. What? Still don't obtain it, oh come on its identified as reading friends.

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