

7 Ideals Beta Group

“Your What” | WEBCLASS Aug 26, 2021

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“7 Ideals - Your What”

This approach helps brands:

- *Target a very specific group of people*
- *Position their products and services as a solution to a problem or need and as a vehicle to a new opportunity*
- *Build authority, trust, and a community*
- *And so much more*

Niches

The riches are in the niches.

*A **micro-niche** is a very targeted group of people that have a common problem that you are solving with your your product and your positioning as a leader, a charismatic character that provides a new opportunity.*

Targeting a micro-niche gives you **clarity**. It's easier to target a small group of people and from there to expand upon new markets and new audiences with the same product or develop new products for the same or different markets, and so on.

It works for

- *Digital products*
- *Professional services*
- *Retail stores, brick 'n mortar*
- *eCommerce*
- *Software*
- *Membership sites*
- *Book releases*
- *Product launches*

You can use it to

- *Build a new business from scratch*
- *Launch a new product or service*
- *Grow and scale existing businesses*
- *Promote other companies products*
- *Reach new audiences*
- *Increase conversions*
- *Build brand awareness, trust, authority*
- *And so much more*

“Your What” = Your Unique Voice

Questions to be answered:

- *What problems does your product solve?*
- *What is the outcome people need?*
- *What is the new opportunity you are giving people?*

“Your Unique Voice” Components

- *(A) A specific group of people with a common problem*
- *(B) A charismatic leader and guide (you, the business owner, the brand, someone with a message)*
- *(C) The outcome, the promise*
- *(D) A new opportunity*

“Your What” = Your Unique Voice

What it is that helps people solve a problem or satisfy a need by following YOU (the guide), that offers them a new opportunity, a new identity that exists inside a community.

It's not about your product or service. It's about the new identity that your product or service gives. For consumers, it's about being part of the brand's community, not using the brand's products.

Examples

We help startups and aspiring entrepreneurs to grow and thrive by expanding their customer base all over the world...through our revolutionary model called “7 Ideals”.

- *(A)- startups and aspiring entrepreneurs*
- *(B)-we, WebMarketSupport*
- *(C)-grow and thrive by expanding their customer base all over the world*
- *(D)-the revolutionary model “7 Ideals”*

Examples

Enabling people to grow their companies through sales funnels. Turn more visitors into buyers with an online sales funnel, it's fast and easy.

- *(A)-Business owners*
- *(B)-ClickFunnels*
- *(C)-grow their companies, turn more visitors into buyers*
- *(D)-the software "ClickFunnels"*

Examples

The new way to sell what you know online. Thrive in the virtual economy by sharing your knowledge using our straightforward technology, unmatched success strategies & worldwide directory.

- *(A)-people that want to create info-products, sell information*
- *(B)-Mastermind*
- *(C)-sell what you know online, thrive in the virtual economy*
- *(D)-the platform (software, educational resources, worldwide directory)*

“Your Unique Voice” Application

- *Your background, interests, goals, vision*
- *Competition and market research to identify and reach a target audience*
- *Product/service and brand analysis to create a new opportunity*
- *Your unique voice and proposition*

7 Ideals Marketing Funnel

In the beta group, we will examine and investigate your business and we'll create a marketing funnel.

We may need to create additional info-products to enhance your product line and to maximize the performance of our campaigns.

7 Ideals Beta Group

We stop taking applications on Monday, Aug 30.

ONLY 3 SPOTS LEFT

Gain massive visibility, authority, and fans...not just mere customers

<https://webmarketsupport.com/>