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# The Shogun's Profile

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**Your mission: Reach out to would-be Shoguns and convert them.**

In marketing, this means bringing in visitors and turning them into buyers. To make money online, you just need to (1) bring visitors, and (2) convince them to buy.

To bring in visitors, you need to know who they are so you know where to find them. For this, you need buyer demographics. These include his age range, location and income level.

**Use demographics data to find where potential Shoguns are.**

To convince them to buy, you need to understand what they like, how they act and what problems they have. Buyer psychographics lets you understand their interests, behaviors and pain points.

**Use psychographics data to craft your copy.**

*Note: Data provided below are collated from ClickBank sales data, customer surveys and tacit knowledge from managing the Shogun Method community for the last nine years. Use this information as the starting point for your own tests.*

## **Buyer Demographics**

Gender: Male

Age group: 30-70+

Relationship status: 80% in a long-term relationship or already married. 20% single.

Location: 80% of our buyers come from five countries: US, UK, Canada, South Africa and Australia.

Within US, 50% of our sales come from these seven states: California, Texas, New York, Florida, Pennsylvania, New Jersey and Colorado.

Saudi Arabia and the UAE have little traffic but relatively high conversions. Worth testing if you have sizable traffic for these two countries.

India has high traffic but dismal conversions. Only include if your traffic source is cheap or free.

You can safely exclude these countries: Bangladesh, Pakistan, Nigeria, Papua New Guinea, Cambodia, Kenya, Mongolia, Myanmar, Uganda.

Jobs: Predominantly white collar with relatively high disposable income.

The typical Shogun is a mature male from a Western country, middle class with a good white collar job, in an existing relationship.

## **Buyer Psychographics**

70% of Shoguns are currently in relationships, either with a girlfriend or a wife. Many of these relationships are failing or at the brink of a breakup. They use Shogun Method to assert control and steer their relationships away from failure.

The other 30% are single, but they already have someone they want to make their girlfriend. For these men, they use Shogun Method to win her over and commit to a long-term relationship.

From the Shogun Method community, we've gathered the following quotes, providing some insight into the mindset of our buyers:

*I feel powerless over her.*

*She is in control, not me. And I don't like it.*

*I'm losing, and I hate it.*

*I can't do anything that makes her respond the way I want it.*

*How can I get her to obey me?*

*I want to be the master of the relationship.*

*I want her to listen to me.*

*I want her to respect me.*

*She embarrasses me in front of my friends and family.*

*She makes me feel less of a man.*

*I'm tired I have no say in this relationship.*

*Why do I always have to agree to what she says?*

*She's losing interest in me.*

*She's going for the other guy, not me.*

*She doesn't listen to me.*

*I wish she'd heed my words and respect my authority.*

*I wish she'd thank me and admire me for what I've done.*

*I'm fed up that she's the one calling the shots.*

*I just want her to see me as someone strong.*

*She always makes me feel less of a man.*

Ultimately, Shogun Method appeals to those who want power and control rather than love and mutual affection. In any case, it is not for the Pickup Artist crowd—terms like “sarging”, “peacocking”, “DHV”, “Day Game”, “Number Close” are irrelevant to our target audience.

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