

ALISHA ^{the} NICOLE

Finding Your Target Audience

THE BASICS

- Age? _____
- Gender? _____
- Income? _____
- Education Level? _____
- Career Type? _____
- Personality Type?

- Beliefs/Values?

- What is she interested in?

- What are her hobbies?

- What is she passionate about?

- What is her ultimate goal for her life?

DIG DEEPER

- What frustrates her?

- How can you help her through her frustrations?

- What value does she see in your product/service?

- Why would she purchase from you instead of someone else with a similar product/service?

- What would make her hesitant about purchasing your product or service?

- What is she willing to pay for a product like yours?

- Does she currently use a product or service like yours? If so, what makes yours different?

- How would she describe your products/services or brand to others?

- If she could ask you anything, what would it be?

S O C I A L

- What types of websites/blogs does she read?

- What blogs/websites does she visit daily?
 - _____
 - _____
 - _____
 - _____
 - _____
- What social media sites does she use? (Twitter, Instagram, Facebook, etc.)

- What times is she on social media or reading blogs?

- What device does she use to read blogs/websites & use social media? (computer, cell phone, tablet, etc.)

- How can you best reach your target audience?

SUM UP YOUR TARGET AUDIENCE

Use the answers above to sum up your ideal customer.

DRAW HER OUT

If you need more of a visual of what your ideal customer would look like, take a moment to draw her. Sometimes it helps to get the image of your target customer out of your head in order to get a better understanding of who she is.