

Target AUDIENCE

M

ADE HERSELF A BOSS

Target Audience

The easy way to define this the people you know that you're focusing on that needs what your selling, below is the business definition.

A **target audience** is a group of people defined by certain demographics and behavior. Often, businesses use what they know about their target audience to create user personas. Finding a target audience means discovering what kind of people are most likely to be interested in your service or product.

Demographics

- Age
- Gender
- Location
- Education level
- Career / day job
- Main use of there time
- Hobbies /Interest

Psychographics

- Describe their attitude
- values life style
- goals ad dreams
- hope for the future
- what are there fears
- What are the greatest concerns

Beliefs About your industry

- What attitudes does this person/group of people generally have towards your industry?

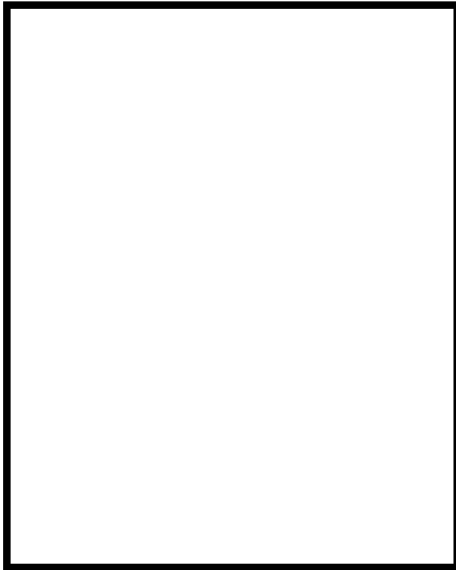
Sources of information

- Which social media platforms do they use?
- Which websites do they visit often?
- What do they watch on tv?
- Do they stream if so what platforms: Hulu Netflix...
- Who do they turn to or trust to give them advice?

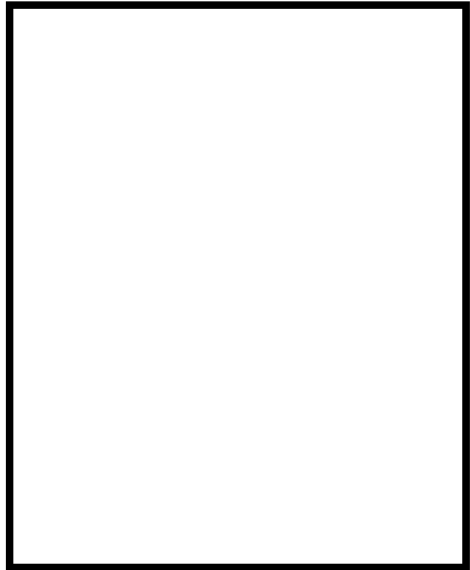
DEFINE TARGET AUDIENCE

We broke it down for you into 4 categories so you can start building out your ideal customer. Use this sheet of paper to write out the specifics of your customer.

Demographics



Psychographics



Beliefs About Your Industry



Sources Of Information

