



# Target

AUDIENCE

M

MADE 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?

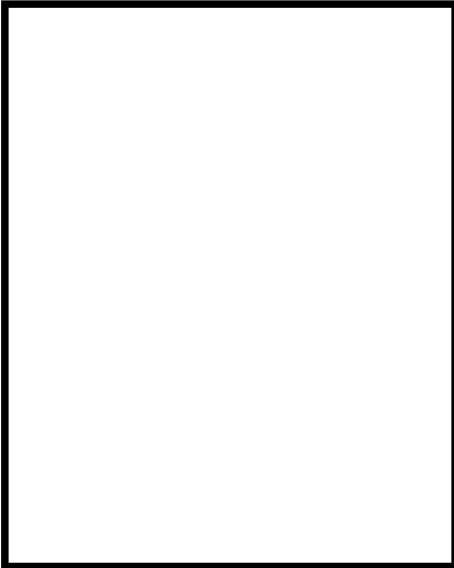
## Sources of information

- 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?

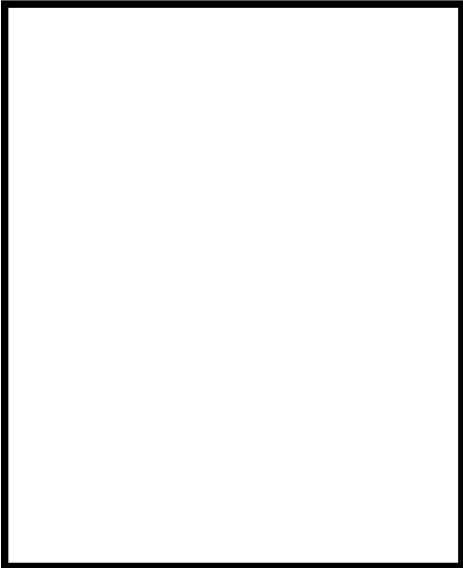
# DEFINE TARGET AUDIENCE

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



# Let's Get Deeper

Who would my ideal attendee say that they are?

Where can I find my ideal attendee already gathering so that I can meet them in large numbers?

What fears hold them back?

What beliefs are they protecting that aren't serving them?