

Target Audience: Who Loves You?

Think about your target market. Picture that one person who loves your brand/product/service.

Get clear on your industry, competition and audience. Start social stalking

Places To Find Your Target Market:

1. Facebook Groups
2. Social Media Profiles
3. Hashtags
4. Previous Clients
5. Your Competition
6. Your Industry Influencers
7. Other business that share your same target market but sell a different product or service.
8. Your dream clients.

Now research them as much as possible. Look at their social profiles, websites, newsletters, groups, etc

List as many of the following as possible:

1. Personality Traits _____

2. Things They Love _____

3. Frustrations _____
