



JANUARY MADE *design*

How to identify your *ideal* Target Audience

PROMPT WORKBOOK + WORKSHEETS

Defining your ideal target audience.

Defining your ideal client is a one of the best places to start for any small business because one you understand what drives them and what influences their buying decision, you'll see immediately how you can help solve their issue or frustration or better ways to do this as you will have a clear idea of their wants, needs, fears and frustrations.

More than one target audience? Having multiple segments or audiences is perfectly fine! In fact, most businesses will have more than one ideal customer, especially if they offer more than one product or service. The best way to define your ideal customer is to tackle them one at a time. Start with the audience that brings the most profit and also who you most want to work with of course, and go from there (using the Brainstorm sheet below!).



Getting started.

RESEARCH & BRAINSTORM

Start with a brainstorm, just write everything down, find out what people are saying both online and in person. Check out local chatrooms and Facebook groups, people often air their frustrations or fears if they are in need of help. At this stage it's fine to assume some things especially if you are choosing your ideal target audience, but also get some real world information about their fears, motivations, aspirations, what are they actually spending their money on, or choosing not to, where do they want to be in five years etc. Every little small detail you can turn up (hey, even what type of coffee they like!) will help you paint a visual picture of your ideal market.

START WITH THE BASICS

What do you know about the people you'd love to solve problems for? Or what traits/details do you wish them to have? Start with that basics such as simple stereotypes, assumptions and demographics – just throw it all down on the page and begin to refine from there. Think about a person's age, location, gender or income if that pertains to your business, which will begin to build the foundation of your ideal target audience. It's okay to keep it pretty simple and broad to begin with, we are going to get a lot more refined very soon!

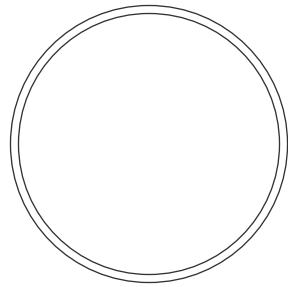
DEFINE AND REFINE

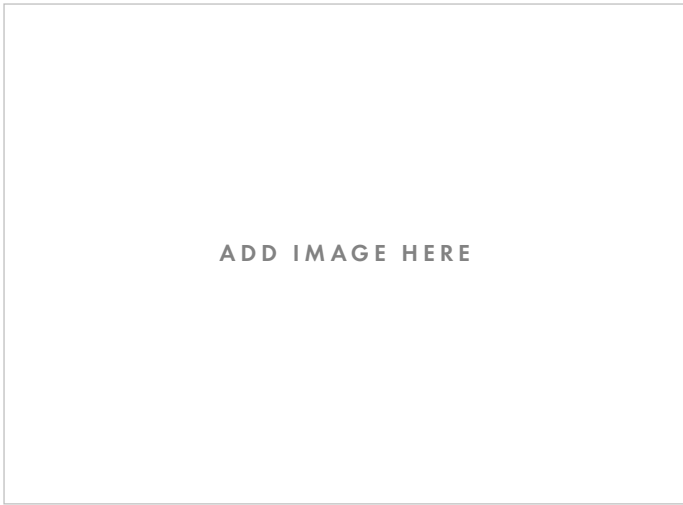
Psychographics - the caffeine hit to any audience profile. These details will really help to clear away any unsure thoughts about your ideal client and hone in on what makes them tick. Things like fears, motivations, values, priorities, needs, wants, these are the details to begin to visualise your ideal target audience. Here you will also begin to pinpoint where you come in with your products and services, and identify exactly how you can be of help to your target audience.

CREATE A PROFILE

Once you have your audience's details locked down, now is the time to visualise them into reality with a name, a profile picture and a moodboard that reflects them as a person. Have fun with it! And don't worry if you have more than one ideal customer profiles, this just means you will be offering them all slightly different solutions and/or services. Also don't be afraid to zero in on clients that aren't the right fit for you, defining who isn't right for you is a great way to gain even more clarity on who your ideal audience is.

TARGET AUDIENCE
BRAINSTORM





Quote:

Bio/Customer story:

NAME:

ARCHETYPE:

Gender:

Age:

Location:

Income:

Education:

Occupation:

Personality:

Brands they love:

Introvert

Extrovert

Analytical

Creative

Loyal

Fickle

Passive

Active

Spontaneous

Deliberate

Hobbies/interests:

Preferred info sources:

Social media

Internet/websites

Newspaper

In-person chats

Events/conferences

KEY IDENTIFIERS/ADJECTIVES:

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o

o

THEY VALUE:

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o

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GOALS/WANTS:

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o

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CHALLENGES/PAIN POINTS:

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