




Find your audience

The background is a solid teal color. There are two large white circles: one in the top right corner and one in the bottom left corner. The text is centered in the middle of the page.

People interact with
things that resonate with
them on a personal level

JASMINE STAR



You are not for everyone

- What do they do?
- Where do they live?
- What problems do they struggle with?
- Where do they shop
- What keeps them up at night?
- Who do they go to for answers?
- What blogs, newspapers, magazines do they read?
- How old are they?
- Gender?

Create your

Ideal Audience Avatar

Research

- ✓ Survey
- ✓ Ask your audience
- ✓ Look at your analytics
- ✓ Friends & Family
- ✓ Look at competitors



Homework

Complete the worksheet in your workbook before you continue on to the next lesson.

