

DEFINING YOUR IDEAL AUDIENCE

Understanding your ideal audience is super helpful to create the best marketing that connects with true fans of your work. (Depending on your organisation, your audience may be a customer or someone you want to educate or influence).

It is also a good strategy to define your audience's problems. Then you can show your audience how you will solve them. Because let's not forget, great products and services, and great marketing, solve problems.

Make your notes in each category, and once completed, you'll have an overall feel for your audience. There really are no right or wrong answers, as long as your ideal audience makes sense for your organisation, products, and services.

Age	Gender
Relationship Status	Children
Income	Education
Hobbies and Interests	Location
Social Media Connections	Favourite Books and Magazines
Wants	How do you meet their wants?
Needs	How you meet their needs?
Problems	How you solve their problems?
Questions	How you answer their questions?