

# Discovering Your TARGET AUDIENCE:

*Nailing down your target audience is so important as we dive into your branding. We have to know who we are trying to reach to create branding that will connect with them.*

*This worksheet takes you through creating a target audience or ideal client profile.*

*We have to keep in mind that this needs to be a realistic audience. These are people who you have the skills and resources to reach between now and the next couple of years. This shouldn't be a ten year goal of who you want to reach, but more of a shorter-term audience. If you have any problems going through the worksheet, think about a favorite client you've had in the past or a close friend who would be a great target.*

## Step 1: Who?

Who is your client? What is their gender? Age range? (It's best to narrow it down to 10 years or less. For example: 25-35 years old) Are they married? Do they have a family? If so, how many kids do they have?

## Step 2: Where?

Where does your client live? (Big city, small town, in the country) Do they live on the coast, the plains, the mountains, the desert? Be specific. Try to nail down a city or region.

## Step 3: Education & Occupation?

What does your client do as an occupation? (Are they an entrepreneur? A stay at home mom/dad who home schools? Are they a high-level executive? Do they own a small business with their best friend? Are they a school teacher? Etc.) What is their education?

## Step 4: Interests?

What does your client like to do in their free time or for fun? (For example, if your client is a stay at home mom, maybe they like to garden or cook. If your client lives at the beach, maybe they like to surf.) Where do they like to shop? (Narrow down to the exact store or type of store) What types of hobbies or passions does your client have? What is their favorite show, favorite book, favorite magazine or blog?

## Step 5: Pain Points?

How is your client hurting? What stresses them? What keeps them up at night? What are they worried about? Extra points if their pain point is something that you can fix.

### Example Target Audience Profile:

*“Jenna is around 25 and is about to get married. She met her future husband in college at a sorority/fraternity party her freshman year and have been together ever since. As soon as she graduated from college she got the teaching job of her dreams. They have recently got engaged and she is excited to start the process of booking all their vendors a year from their wedding date, because she likes to have every thing planned early. She loves shopping at Lilly Pulitzer, J.Crew & Kate Spade for special occasions but for the most part her home decor is all from Target. Her hobbies are curating her home just the way she likes it right down to the detail. She values an experience not just a service and also wants a high-quality relationship with her photographer. She would much rather pay more to feel like she is getting special treatment than go to a big company where she is just another number. Her pain points are photographers who take forever to reply, don’t answer her questions, and don’t take the time to meet her in-person before her wedding day.”*

## Your Target Audience Profile:

Now it's your turn. Below, summarize your answers from Step 1-5 into paragraph format. Come back to this as we go through the branding process and as you grow your business to stay in your lane and on track with who you are wanting to connect with.