

# 10 Ways to Identify Your Audience

Before you start gathering names and emails for your list, you need to identify your target market. Only by describing your target market in detail can you give them the useful content and recommend offers they need. You should create a target market profile that fits your list perfectly.

1. **Basic Demographics.** Gather basic demographic information such as age, gender, location, income level, and education level.
2. **Interests and Hobbies.** Identify how the people in your target market spend their free time. What do they get excited about and what do they like to do?
3. **Perceptions and Opinions.** How your customers see themselves and the world around them is an important thing for you to know. Identify the types of things they think are interesting, amusing, annoying, frustrating, etc.
4. **Values.** Along with what they like and don't like, identify what is important to your audience. Things they value might include family, hard work, saving money, safety and security, individual expression, standing out from the herd, etc.
5. **Shopping Behavior.** What do your customers buy and how much money do they spend on it? This is an important thing to identify because it helps you understand what products to offer, how often, and at what prices.
6. **Groups and Associations.** What groups, organizations, and associations does your list belong to? This ties in to how they see themselves and their interests and hobbies.

7. **Other Lists They Subscribe To.** Identify what other lists your subscribers have joined. It's also good to know what other companies they buy from. Where do they go when they need information on a particular topic?
8. **Language Considerations.** Identify the tone of your audience's language. Do they use slang or idiomatic speech patterns, or are they more professional and formal in their language use? Do they stick to just the facts, or are they like to hear your personal stories?
9. **Problems, Pains, and Fears.** This is probably the single most important bit of information you need to know about your target market. Identify areas where they have problems, pain, fear, worries, or questions. What are they missing but badly needing? Your aim will be to offer products and services that address these deficits.
10. **Where Your Market Spends Time.** Where does your target market hang out both online and off? This is important to know because that's where you'll go to find and connect with them.

There are a number of ways to locate all this information. You can use social media, online forums, and other sources to listen in on your potential list's conversations, or you can come right out and ask them. Research your competition and other companies in your niche. Look at key influencers in your niche and look at their followers.

## **Assignment**

### **Target Market Profile**

- Research your target market and fill out all of the above information on your Target Market Profile Worksheet.
- Identify at least 2 different segments of your market and create a profile of an individual in each segment that's a perfect fit for your email list.

# Getting Personal With Personas

You must understand your client's current problems and needs.

One of the conditions for someone to hire you is that they believe you can help them with their problem, be a better person, help them change their parenting patterns, etc. If you know how the ideal client defines her problem, you can show that expertise in your writing, web site, and talks, or blog articles and share ideas to help her. It is important for her to know you can help her. It is more important to show her how you do that, which is the next module.

Living situation (where, what type of place, with whom) Occupation  
Work situation (position, income, general job description)

Who is she close to?

What is her relationship with her family?

Where does her family live?

What is her core temperament type?

What size is her body (wt, ht)? Hair color and style?  
Eye color?

Does she exercise? How and how often?

What does she do for fun, hobbies? What does she do on weekends?

Does she eat out or eat in more?

If she eats out quite a bit, at what types of places?

What is her name?

What keeps her up worrying at night? (This is a key question for you to ask yourself about your ideal client.)

Most importantly: what precipitated her calling for an appointment *now*?

How would she describe her problem?

How would she answer the question: What would you like from parent coaching