***who is your audience?***

When you target the wrong audience, you’re wasting your time and your money.

Write down the answers to the following questions to narrow down who your target audience is. Elaborate as much as you want!

1.      Where is your audience located?

Ex: Jacksonville Beach, Ponte Vedra, Jacksonville, Orlando

2.      What is their average age?

Ex: 18-35

3.      What is their average income?

Per household or per person – be sure to specify

4.      Are they homeowners?

5.      What are their hobbies?

6.      What industry do they work in?

7.      Do they have children?

How many?

8.      What challenges do they face, and what problems do they want to be solved?

Ex: A CEO with a packed schedule may need a personal assistant. A busy family may need a dog-walker on weeknights.

9.      How do they get their information (are they tech-savvy or more traditional)?

Ex: Newspaper, social media

10.  Which of all of the above are my best clients or connections?