

KNOW YOUR AUDIENCE

THE IMPORTANCE

It's great to have a foundation for your brand, but even the most solid foundations will crack if you don't know who you are 'selling to'. Knowing your clientele is so important for direct marketing and being able to provide what they need before they are even asking for *it*.

Fill out the "Know YOUR Audience" worksheet on the next few pages.

QUICK TIP

DEVYN'S TIP:

*“switch your Instagram/facebook/etc. profiles from **personal to business** so that you can track analytics such as, where your audience is from, what time they're online, if they are primarily male or female, etc..”*

DEMOGRAPHICS

male

female

both

AGE RANGE

city

suburbs

country

YEARLY INCOME

single

married

children

GET SPECIFIC

WATCHES

READS

LISTENS TO

GOOGLES

DRIVES

SHOPS AT

VACATIONS

FAV WORKOUT

CUSTOMER PROFILE



Name:

demographics

- age:
- status:
- location:

work

- occupation:
- annual income:
- education:

life

- personality type:
- hobbies:
- habits:

CUSTOMER BEHAVIORS

consumer behaviors

how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants.

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pain points

A pain point is a problem, real or perceived. Entrepreneurs create opportunities by creating solutions to those pain points. Solutions create value for everyone.

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CUSTOMER WHY

WHY IS YOUR CUSTOMER PURCHASING A PRODUCT OR SERVICE FROM YOU?

what problem(s) do you solve for them?

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why does this matter to them?

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why are they choosing you over the competition?

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