# Identifying Your Target Audience

**So who IS this ideal client?**

Getting clear about your target audience requires thinking about who you can best serve. Who needs or wants what you have to offer? Who can afford what you have to offer and is willing to pay for it? And with whom do YOU most enjoy working?

Here are some questions to help you narrow your focus.

**Who needs what you have to offer?**

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**What do these people look like? What are their demographics?**

What is their gender?

How old are they?

How much money do they earn?

How educated are they?

What is their marital or family status?

Where do they live? (Region, urban/suburban, houses, apartments)

What is their ethnic background?

What industries are they in?

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**What is their lifestyle?**

What are their hobbies?

How active are they?

What kinds of books do they read, tv do they watch, movies they attend?

What kinds of cars do they drive?

Where do they like to dine?

Where do they go on vacation?

What blogs do they read?

Where do they shop?

Where do they get their news and information?

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**What are their personal characteristics?**

What kind of personalities do they have? (Laid-back, driven, fun, outgoing, gentle etc.)

What do they value?

How do they behave?

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# Defining Your IDEAL Client

**What industries do you enjoy working with and in?**

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**What kinds of people do you most interacting with?** If you’ve been in business a while, name your top 5 to 10 favorite clients. If you are new to your business name your top 5-10 favorite people with whom you interact. What are some of the characteristics they have in common?

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**What kinds of people make your nervous or uncomfortable?** Perhaps you are a more soft-spoken person and really bold people make you shut down.

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**If you could work with anyone who would it be and why?**

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# Your Ideal Client Avatar

You the space below to write your avatar. Give her/him as much detail as possible. Include a name, age, personality traits, where they live, how much money they make, what their needs are, how they dress, what they value, how they spend their free time etc. Anything you can think of.

Use this space to create your Perfect Client Avatar.

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