



Who is your Target Market?





Defining your target market

A look at your current audience

1. Who are all the different groups of people who are interested in your topic, services or products you provide?





2. Which group(s) do you already know people in or have readers/clients in?

3. Which group(s) do you have the most knowledge about?

4. What are you most passionate about as it relates to your work/writing?

5. What natural talents and strengths do you bring to your work/writing?

6. What aspects of your field do you know the most about?





Define your ideal reader

1. What type of people do you LOVE being around? Or love serving?
2. What do they talk about?
3. What do they like to do?
4. With whom do they associate?
5. What ethical standards do they follow?
6. How do they learn? (online, offline, short classes, long classes, reading, listening, hands-on, etc)
7. How do they contribute to society?





8. Are they smiling, outgoing, creative?



Where does your target market look for you?

1. Where does your ideal audience look for you?



2. Where have your current audience come from?





3. How are other authors that provide a similar book to you getting new readers?

4. Make a list of friends & authors whose topic overlaps yours but has an offer different to yours?

5. Who have been your major referral sources?





Talking to your Target Market

1. What are 5 of your reader's urgent needs?

2. What are 5 of your reader's burning desires?

3. Describe the biggest results you provide.



4. What are the deep-rooted benefits your readers will experience as a result of your book?

5. Identify and summarise the three biggest and most critical problems that your target market faces.





Summarise your target market in 1 sentence





Use the space below to write a summary and any additional information about your Ideal Customer Avatar. Refer to this whenever you need to write content.

Note any specific language or phrases they use. You can add quotes from interviews or other research you've done. You can even add a photo of the type of person you have in mind.

