Target audience:

Who is your target audience?

- Employers
- Pretty much anyone looking to create a business, or update/modernise their existing business.
- Small or corporate

Are you connecting with the people you want to/ the environment you want to be a part of? (Promotion/employers).

- Looking to connect with individuals who require services
- Whilst creating a presence that potential employers might be interested in

Name the industry your target audience belongs to?

- Business owners (small and corporate)
- (Interior) home owners, business owners e.g. restaurant

Where are they based?

- Wherever I buy a house
- Will work from home eventually

What is their annual income?

- Junior = 30,000 – 40,000
- 50,000 – 80,000

What are their core beliefs? (Can become your USP).

- Be a pro a node.js (javascript)
- https://www.websitebuilderexpert.com/designing-websites/hire-a-website-designer/

- That you can create something they can't do themselves
  - Needs to be more complex, higher standards

What type of material would your audience be interested in? Books, podcasts, shows, music...

- Podcasts
- Visuals, infographics

What blogs would they follow?

- Business start-ups
- Other business owners
- People who want to work for themselves

What type of conference/ events do they go to?

- Can you go to these?

What do they do in their free time?

- Create content/ products for their business

Whom do they idolize?

- Can you create connections with them?

What writers, speakers, authors, experts would they follow?

What problems do my target audience have?

- Struggling with how to market themselves

What do they fear?

- Their business not taking off

What stresses them daily?

- Is their business plan going to work?
- Will they get enough interest/ sales?

What goal might they want to achieve?

- Competitive analysis of the market
- Skills to create
- Social media

What is their dream come true scenario?

- Presence online
- Clear solid brand
- Tools online to display their best features
- High interest from customers

How and where can the above answers be used to target your specific audience?

- Show content that they want to seem
- Create bundle of services that they are looking for
- Networking – communication, clicks, links, likes, shares...
- You will come across knowledgeable.