

PERSONAL BRANDING

2. Target audience description

A rich target audience description allows you to bring your ideal consumer/client to life & tailor your message to be as relevant and meaningful as possible.

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Write out a brief description of the person you're trying to target for each of the following categories to paint a full picture of who he/she is.

DEMOGRAPHICS

Age, life stage, etc

ATTITUDES

Beliefs, values, etc

DESIRES

Goals, aspirations, etc

CHALLENGES

Struggles, issues, etc

CURRENT SOLUTIONS

How managing issues

EXPERIENCES WITH SIMILAR OFFERING

What works/doesn't