Identifying Your Audience

In order to create content and products that your audience will connect to and buy, you need to understand who your ideal customer is and what they find valuable. For example, for my children’s media brand, my ideal customer consists of moms of color and educators who are looking for diverse characters in kids’ content that address self-love and embracing one’s unique gifts.

I think about my ideal customer when I write blog posts and monthly newsletters, record videos, and create products. Every time you create content, you want to have your audience in mind. **Note:** Don’t be afraid to niche down and think of your customer/reader as one person. Find your sweet spot. The more specific you are, the more likely your audience will feel like you’re talking directly to them and their needs.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Location</th>
<th>Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education level</td>
<td>Industry/Job title</td>
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- **What are their most used social media accounts?**
- **What types of things do they share on social media (personal, biz, both)?**
- **What magazines are they into (print and/or digital)? What blogs/sites do they frequently visit?**
- **What podcasts do they listen to?**
- **Who are their favorite authors?**
- **Describe their personality, values, and beliefs.**