

Define Your Target Audience the “Quick & Easy” Way

The internet allows you to define and reach exactly who you want to work with or sell your product to. That person is called your “target audience.”

There are many fine resources online describing how to define and target your audience. For our purposes today I want to share a quick and easy way to get started.

You may find that you will want to adjust your definition of target audience as time goes on. Depends on how your business grows and what you learn about who best supports your mission.

WHAT ARE MY GOALS?

What do I want to accomplish online both personally and professionally? Is there someone or some group I hope to help or support? Who will best help me reach my goals—what group or type of person? Why do I think that person will be my best customer or client?

EXACTLY WHO IS THAT “TARGET” PERSON? The better you can define them or picture them in your mind the better you will be at reaching them with the best message. Think of the basics: Age, sex, married or not, kids or not, income, stage of life, what kinds of things do they do for hobbies? Pets? Schooling? Make a quick Brain Dump describing them as if you know them personally.

WHERE ARE THEY MOST LIKELY TO HANG OUT ONLINE? For instance, if you are targeting seniors, you are not likely to find many on TikTok, but a lot of older people are on Facebook so they can see and share photos with their grandkids. A career man will search out different interests and Google up different words than that of a college student.

MAKE A LIST OF ATTRIBUTES. Once you have a good handle on exactly who you are trying to reach make a list of where they hang out online, on what sites, social media or other platforms are they most likely to see your message? What words, phrases, photos, videos, etc. are most likely to catch their attention?

FINALLY, WE COME TO PODCASTS...

FOR GUESTS, WHICH PODCASTS ARE YOUR TARGET AUDIENCE MOST LIKELY TO

LISTEN TO? Set a goal to get scheduled on several of those. Be sure to use what you learned about key words and phrases to tailor your conversation to things that will catch their ear or that will help you to connect with that specific group of people. For instance, if you are from the East Coast you may need to explain some of your more local phrases so the folks on the West Coast get the full meaning. If people don't get your meaning, you will not reach them.

FOR HOSTS, WHO WOULD YOUR LISTENERS LIKE TO HEAR FROM? What subjects are they most interested in? Schedule guests that will fascinate and entertain your listeners. News junkies expect accurate information. If you focus on entertaining don't invite someone who can't captivate the audience.

Use the space below to make notes on your Target Audience.