

Quick Start: Questions About Your Audience

These questions will get you started. Developing your understanding of your audience is an ongoing process. Let these questions inspire you to look at your audience in new ways. Then use your discoveries in your marketing.

> Who seems most likely to buy your product/service?

- ◆ Demo graphic info
Gender, age, income, marital status, education, occupation

> What are their problems that need solving?

- ◆ Are they willing to pay to solve it?
- ◆ How much are they willing to spend? (money and/or time)
- ◆ How much can they afford? (money and/or time)
- ◆ What words or phrases do they use to describe their problem?

> Have they already bought someone else's solution to the same problem?

- ◆ Why did they like or dislike about that similar product/service they used before?
What exact words and phrases do they use?
- ◆ How much do they know about you and your business specifically & what you offer?

> How do they make their decisions?

- ◆ Do they care more about price or value?
- ◆ What might hold them back from deciding to solve this problem?
- ◆ Why would they not buy from you?
- ◆ When evaluating any product/service like yours, what is most important to them?
- ◆ What's causing them to take action now?
- ◆ What was happening in a client's life that brought them to you for help?

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> **How do they think? Values, motivations, lifestyle, behaviors, emotions**

- ◆ What's important to them? What do they care about? Both regarding their problem and other parts of their lives.
- ◆ What do they value?
- ◆ What are their goals?
- ◆ What are their fears about this problem? Life in general?
- ◆ What are their challenges & frustrations?
- ◆ What are their needs?
- ◆ What are their wants? (different from needs – often people don't specifically know what they need in the beginning.)
- ◆ How does your product/service help them achieve emotional or higher needs? Offer hope, inspiration, peace, etc.

> **Where do they go looking for answers to this problem of theirs? Or just spend time?**

- ◆ Who do they listen to for advice? Friends, family, co-workers, colleagues
- ◆ Where do they go online for ideas about this problem?
- ◆ How do they find sites online that may have answers? Google search, Facebook, Instagram, etc.
- ◆ What live events do they go to? Conferences, festivals, sporting events, community events, networking groups, etc.
- ◆ What do they do for fun, in spare time? Hobbies, gym, fitness classes, coffeeshops

> **How can you reach them?**

- ◆ How big is your audience?
- ◆ How can you best reach them? Advertising, search, online communities, speaking before groups
- ◆ How long does it take for them to make a decision?
- ◆ How much and what kind of information do they want from you along their buying process?