

## FINDING YOUR TARGET AUDIENCE

Use this sheet to determine what your ideal client – or avatar – looks like. These are the people most likely to buy from you. You can use your existing customer database to determine the answers. If you're just starting out, think about the kind of people you want to work with.

Use this information in the Targeting section when building your Facebook ad campaigns.

**SAVE TIME** – If you have a couple hundred customers emails/phone numbers you can upload them to Facebook to create a lookalike audience comprised of people who share the same characteristics as your existing customers.

<b>WHERE DO THEY LIVE?</b>
<b>WHAT IS THEIR AGE GROUP?</b>
<b>WHAT IS THEIR INCOME LEVEL?</b>
<b>ARE THEY MARRIED, SINGLE, ENGAGED?</b>
<b>DO THEY HAVE CHILDREN?</b>
<b>WHAT GENDER ARE THEY?</b>
<b>ARE THEY HOMEOWNERS OR RENTERS?</b>
<b>WHAT'S THEIR PROFESSION?</b>

**WHAT KINDS OF PROFESSIONAL ORGANIZATIONS MIGHT THEY BELONG TO?**

**WHAT ARE SOME OF THE SPECIAL CHARACTERISTICS OF THEIR AREA?**

**WHAT KINDS OF ISSUES MIGHT THEY BE FACING?**

**WHAT ARE THEIR HOBBIES?**

**WHAT INTEREST RELATED GROUPS DO THEY BELONG TO?**

**WHAT PROFESSIONAL FIGURES/ CELEBRITIES ARE RELATED TO THEIR PROFESSION OR HOBBY?**

**WHAT KIND OF MUSIC DO THEY LISTEN TO?**

**WHAT TYPE OF SLANG/LANGUAGE MIGHT THEY USE?**

**OTHER NOTES**