

*the target  
market  
identity*

WORKBOOK



Hey there!

Have you ever heard the term “love language?” If you haven’t, it was originally made popular by a book about marriage years ago. I had heard about it when my husband and I got married.

Essentially, the way we prefer to be spoken to and shown love is our “love language.” My love language is just showing up and making time for me. My husband’s would be the same. Some people’s love language consists of thoughtful gifts and gestures, nice compliments and attention, and other simple gestures. The term is really a way for you to share with others more intimately the way you prefer to be shown love.

The same ideology stands true with your ideal reader, customer, or client. By truly understanding who they are, what they value, and how they prefer to be shown attention and spoken to, you’re able to quickly identify how you can catch their attention and gain their trust.

Learning their buying patterns, their behaviors, their personal values, and their demographic can help you gain a better understanding of who your target market is, where they hang out, and how you can better reach them. My hope with this workbook is that you can gain a better, more thoughtful, approach to your marketing strategy.

Print this workbook out, grab your favorite drink, and let’s dive in.

# *ideal client* workbook

Age?

- ☐ 18-24
- ☐ 25-32
- ☐ 33-42
- ☐ 43-60
- ☐ 60+

Income level?

- ☐ Working Class
- ☐ Lower Class
- ☐ Middle Class
- ☐ Upper Class
- ☐ Not applicable

Personal Details:

- ☐ Single
- ☐ Married
- ☐ Parent
- ☐ Divorced
- ☐ Engaged

Why would this person value what you're selling?

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What problem(s) would your product or service be solving for them? What do you hope to provide?

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Are they male or female? Put N/A if not applicable.

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Where are they located? You can use countries or states.

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Where do they primarily shop?

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Are they introvert or extrovert?

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# *ideal client* workbook

Do they have children? If so, how old are their children?

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What type of communication do they prefer? For example: do they prefer email communication, phone calls, or automated messages?

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What sort of verbiage do they prefer? Ie: hey girl or hey there!

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What colors are they drawn to?

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What do they look like? Be specific.

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Who has had these customers previously? Which companies?

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Are they religious? If so, what religion? If none, then put none.

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What is their occupation?

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# *ideal client* workbook

Education?

- ☐ High School
- ☐ Some College
- ☐ Post-Grad
- ☐ Trade School
- ☐ Military

Pets?

- ☐ Yes
- ☐ No
- ☐ Not Applicable

Kids?

- ☐ Zero
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

Do they support any types of charities or organizations?

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What drives your target audience to make buying decisions?

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What music do they listen to and what shows do they watch?

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List two social media outlets they primarily spend their time on.

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List 2-3 accounts they engage with or follow on social media.

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What does your target market read in terms of books, magazines, publications, etc?

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# *how this can help*

Once you've written your answers down, you should be easily able to see who your ideal target market is.

The reason we need to get so specific on who they are, what their habits and values are, and the other personal details of their life, is because this will help us know how to find them and how to speak to them.

Lets say, for example, your target market is age 18-24, they're a young adult on the hunt for a new career path right out of college. By identifying their age and stage of life, we're able to determine what they value. Their age also indicates where they hang out: Instagram.

Typically, 18-24 year old males hang out on Instagram while 18-24 year old females hang out on both Instagram and Pinterest. They'll have a Facebook profile but will generally be much more active on Instagram in terms of engaging.

However, if they're in their 70's, they're more apt to be on Facebook regularly. They tend to appreciate value over the sell. They want to see values behind the product and a message that reminds them of a special time in their past. They want simple, quick, and effective. They don't want extra VIP facebook groups, difficult to navigate websites, or strange payment options they can't understand.

Another thing to consider is how you speak to this market. Your copy on your website, the way you create your newsletters, how you position yourself in advertisements, and the captions you create for social media need to be written to captivate them and only them.

By using terms that compell them, motivate them, inspire them, or help them feel comfortable with you, you'll gain their attention. By telling them why they need your product, your service, or to read your blog, you'll gain their business. Understand their biggest need or frustration and sympathize with them on it always.

You have to gain your target market's trust and the only way to do that is to understand exactly who they are. By knowing who they are, you can quickly identify their values, their pain points, and their needs. By knowing this crucial information, you'll be able to quickly understand what they need to hear and your captions will literally flow right off your tongue.

After completing this workbook, really dig deep into where they hang out on social media. Make a list of what other accounts they follow and actively engage with and which hashtags they use.

And remember, everyone is not your target market. By having an honest conversation with yourself about who they are and who they are not, you'll be able to scale your business and make them feel like you know them personally.



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