

KNOW YOUR AUDIENCE

Creating Your Client/Reader/Customer Avatar

Attracting the right traffic

Building a website is only the beginning. Attracting the right traffic to your newly built site is the key to growing your list and making sales. After all, you might have thousands of visitors each month, but if your ideal client is a single woman in her 50s and all your traffic is men in their 20s, you're not going to sell anything.

Know your website goals and audience

Creating your website – or content in general – is difficult if you don't know exactly who your ideal audience is. If you're just hoping (there's that word again!) to reach EVERYONE in the world, your website and content will be very disorganized and chaotic. New visitors will question the wide array of subjects on your blog when they're looking for very specific answers. They may even question whether or not you can help them. Disorganized and chaotic are NOT two adjectives you want associated with your site or your business.

Define Your Tight Niche

Some business owners are afraid of choosing a niche because they don't want to turn people away; they want to help everyone and, of course, don't want to turn down paying customers. But can you really be an expert in EVERYTHING? Definitely not. You must be willing to define your core audience in order to reach your ideal customer (client or reader).

Develop Your Ideal Client Avatar

Next to targeting your tight niche is identifying your ideal client. Once you have a complete picture of who you serve, then you can craft content that will catch their eye. You'll have an easier time identifying where they hang out so you can offer your advice for free. Just as you made a tight niche, now you need to make a very specific and detailed client avatar.

It is important to think about your ideal audience:

- Who do you want to serve?
- What is their biggest struggle
- What shared experiences do you have

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success. “

-Pablo Picasso



DEFINE YOUR IDEAL READER

Take a moment to think about your ideal reader. (I am using reader, client and customer interchangeably)

1. Is your ideal client a male or female?

2. What age range is your reader?

3. What are their 5 biggest interests?

4. What are their 5 biggest struggles?

5. Describe a day in their life

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6. Why should they come to your website?

7. Are they married? Have children?

8. Where do they live?

9. Do they rent or own their home?

10. How do they earn a living?

11. What is their biggest daily struggle?

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Other Notes: