

# **YOUR FIRST INFO PRODUCT**

**LESSON 2**

# FIND YOUR TARGET AUDIENCE

- Find your ideal customer for your product.
- Your info product will be better because of it.
- Helps you better serve your audience.
- Increase your conversions.
- Better connect with your market.
- Increase their results as they go through your program.

# WHERE DOES YOUR MARKET HANGOUT

- Online Forums
- Facebook Groups & Facebook Pages
- Popular YouTube Channels
- Stores They Shop At
- What Books Do They Read?
- What TV Shows Do They Watch?
- What Celebrities Do They Follow?
- What Magazines Do They Read?

# UNDERSTAND YOUR MARKET

- You must know your exact target market.
- You cannot successfully market and grow your business if you don't understand who your ideal customer is.
- If you don't know exactly who you are talking to, how can you expect to reach them?
  - Traffic
  - Best Conversions
- Let's create your customer avatar

# CUSTOMER AVATAR

- Think about your ideal customer's demographics.
- Remember, you are creating the customer that you want to do business with most.
  - How old is your ideal customer?
  - Are they male or female?
  - What is his marital status? (For the purpose of this, the customer is male.)
  - Does he have children?
  - How does he describe himself?

# CUSTOMER AVATAR

- Where does he live? Does he own or rent?
- What is his current occupation?
- How long has he been with his current company?
- How much money does he earn in a year? What is his annual household income?
- What is his highest level of education?
- What was his major?

# CUSTOMER AVATAR

- Consider more personal details to help form a better understanding of your customer prospects.
- Use these questions to engage with your customer.
- It will be extremely useful when planning marketing strategies and creating content.
- Try to imagine what a typical day in his life is like.

# CUSTOMER AVATAR

- How does he spend his free time? What are his hobbies and interests?
- What are his likes and dislikes?
- What books and magazines does he read?
- What kind of music does he listen to?
- What does he watch on TV?
- What are his favorite movies?
- What are his favorite websites? What type of content does he consume most?



# CUSTOMER AVATAR

- Is he active on social media? Which networks appeal to him?
- What is his source for getting the news?
- What blogs does he read?
- Where does he go for information?
- What search terms does he use?
- Who does he admire most?
- What are his fears?
- Does he have a guilty pleasure?

# CUSTOMER AVATAR

- What kind of car does he drive?
- Is he health conscious?
- Does he spend more time at home or work?
- What kind of sports does he like?
- Is he tech savvy? Does he have a smart phone?

# CUSTOMER AVATAR

- Dig even deeper to define your ideal customer's hopes, dreams, and aspirations.
- This information will enhance your customer profile and allow you to connect with him on an emotional level.
- The more details you can add the better.

# CUSTOMER AVATAR

- What are his personal goals?
- Where would he like to be in 5 years?
- What are his business goals?
- What are his personal beliefs and values?
- What does he want more than anything?
- What are his biggest obstacles and challenges?
- What does he worry about? What keeps him up at night?

# CUSTOMER AVATAR

- What are the 3 biggest problems in his life?
- How is his daily life affected by his problems?
- What would be the perfect solution to his problem(s)?
- Can your product or service help solve his problem(s)?
- What is his greatest hesitation in buying your products or services?
- How will you make his life better?

# CUSTOMER AVATAR

- Use your ideal customer avatar to connect with your target market.
- Put yourself in his shoes every time you create content, ad copy, or marketing material.
- Use his language to mirror his words in a natural, authentic way.
- If you are able to master the art of feeling and thinking exactly as your ideal customer does, you will be able to create marketing campaigns that resonate with him.



**START IDENTIFYING YOUR TARGET  
AUDIENCE FOR YOUR INFO PRODUCT**