

# TARGET AUDIENCE

*Who are they?*

Defining these demographics will be the foundation for growing your following. In saying that, it is not necessary to define every single possible demographic. Targeting as much as possible, like you did finding a niche, is going to give you a greater chance of attracting the right audience and in turn opportunities, but when it comes down to it, some may be unnecessary for you to pinpoint.

For example, I do not have 'education' within my target audience as, whether you study law, child care, or nothing at all you can still have the same desire to travel.

In a sentence or two write a general description of your target audience

Write down 2 Instagrammers who share your target audience. (we will use these accounts when we learn about growing your community)

# CUSTOMER AVATAR

*Who are they?*

A Customer Avatar is a personification of your target audience; your ideal customer.

A Customer Avatar is not essential and with social media especially, you do not need to refer to this avatar for every single post.

However, when starting out it is a brilliant way to get clear on your target audience and have a little fun.