

DEFINE YOUR AUDIENCE

Defining who you are speaking to will help you develop your content and tone. Knowing your client like your best friend and imagining you are posting just for them will attract more ideal clients and build trust with you, and, therefore your brand, product or service. It also helps drive away all of the online chatter that makes you question your voice and strategy.

Male Female Any

Families Singles Any

Age 20-30 Age 30-40 50+ Any

Urban Suburbs Any

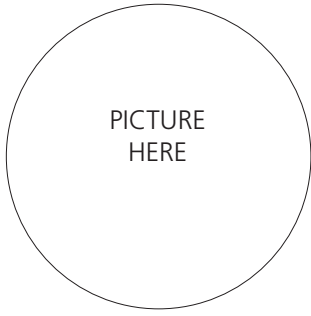
What are their needs?

What do they value?

How would you describe their life in 5 words?

YOUR PERSONAL BRAND IS A PROMISE TO
YOUR CLIENTS... A PROMISE OF QUALITY,
CONSISTENCY, COMPETENCY, AND RELIABILITY.

– JASON HARTMAN



IDEAL CLIENT BIO

Create this ideal client bio and refer to it anytime you waver about what to post or need ideas for content and products.

Name:

Age:

Occupation:

Location:

Passions:

In my free time I

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.....

Favorite books or magazines:

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Typical weekend:

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Vacation style:

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Favorite cocktail:

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Shops at:

Last 5 social media posts were about:

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