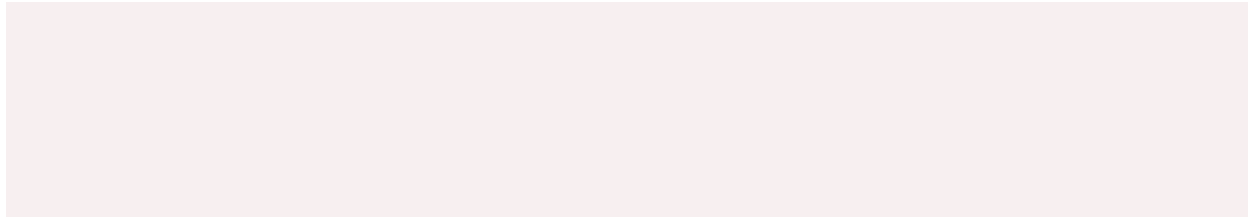
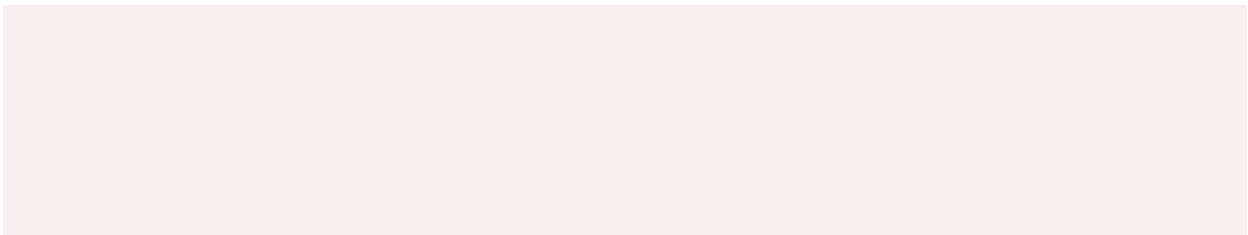


# Your Target Audience and Ideal Customer

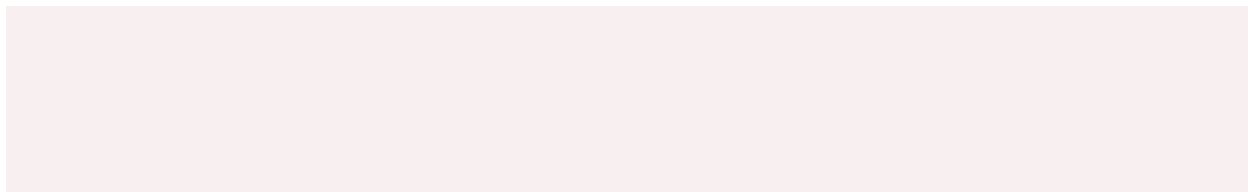
1. Are you currently targeting an audience? If so, write them down here.



2. Who would benefit from your products the most, and who do you resonate with the most?



3. Not sure where to start? Check your Instagram insights, and click the audience tab to see who already follows you, and write that information down below to give you an idea of where to begin.



What social media platform do they use the most?

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Do they use Pinterest, Google or Youtube to find more information?

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What is their budget, and what do they love to splurge on?

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How do they like to buy products?  
Online, In-store, Impulsive, Well Planned?

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What is their biggest objection when it comes to purchases?

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Do they spend of their time on their phone, or laptop?

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What does a typical day in their life look like?

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What are their goals and what do they struggle with most?

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What do they love to do for fun?

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What type of visual content do they love to see on social media?

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What does their morning and evening routine look like?

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Write Captions That Sell  
Challenge

