

Lesson 2:

Who Is Your Customer?

Secrets of Audience Identification

Hey everyone!

In this lesson, we'll cover:

- ✓ How to find your target audience.
- ✓ How to analyse them.
- ✓ How to understand what product they truly need.

It's essential to create a **customer profile** in advance - understanding their **pain points, fears, desires, and objections**. This will help you build a content strategy that attracts the right audience.

Audience analysis is the **foundation** of everything.

If you thoroughly research your audience's pain points, you'll gain valuable insights for creating lead magnets and products.

Your **target audience** consists of people who are highly likely to be interested in your product or service.

We can categorise potential customers into different groups:

- **Unaware:** They don't recognise their problem yet and are not interested - for now.
- **Aware:** They understand they have a problem and are open to solutions.
- **Active seekers:** They are actively looking for solutions and evaluating their options.
- **Decision-makers:** They've found a solution and are close to making a purchase.
- **Loyal buyers:** They trust your brand and are ready to buy from you.

Types of customers:

1

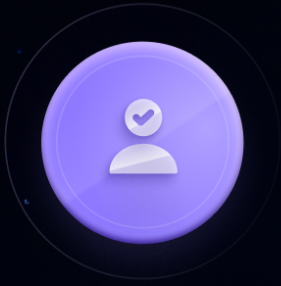
Ideal
customer

2

Average
customer

3

Undesirable
customer



The Ideal Customer

- ✓ An ideal customer perfectly matches your target audience.

Example:

If you're a coach, your ideal client is someone eager for personal growth, open to new ideas, willing to invest time and effort into development, and looking for professional guidance.



The Average Customer

- ✓ An average customer **partially fits** your target audience. They acknowledge their problem but **aren't fully ready** to seek a solution yet.

For example, they might think:

"Maybe I'll start my own business one day."

This type of customer requires less persuasion than someone completely unaware of their problem.



The Undesirable Customer

- ✓ An undesirable customer has **no need or awareness** of their problems. These people are rarely engaged and unlikely to make a purchase.

Example:

*An IT specialist with a high salary who is satisfied with their life and **not seeking change**.*

Researching Your Audience

The easiest way to start? **Conduct a survey!**

- ✓ Create a survey using **Google Forms**.
- ✓ Share it in **Facebook groups, Discord communities, and Reddit forums** related to your niche.

What to Include in Your Survey?

- ✓ **Demographics:** Country, gender, age, occupation, income.
- ✓ **Pain points:** Their biggest struggles and frustrations.
- ✓ **Multiple-choice questions:** To gather structured insights.
- ✓ **Interview request:** Ask if they're open to a follow-up call for deeper insights.

If you already have an audience, skip the survey and go straight to customer development interviews (custdev) to better understand their needs.

Creating Customer Avatars

A **customer avatar** is a **detailed profile** of your ideal customer, including:

- ✓ Demographics
- ✓ Fears
- ✓ Pain points
- ✓ Desires

Once you define your avatars, **it becomes clear where to find them and what type of content will attract them.**



Competitor Analysis

Analysing competitors is a **crucial step** that helps you identify **proven strategies** and adapt them to your needs.

How to Analyse Competitors:

- ✓ **Google Search:** Find competitors through industry-related searches.
- ✓ **Instagram Research:** Analyse successful competitor accounts.

Build a **competitor analysis table** with key details about each expert.

Study their **best-selling products and marketing strategies**, then adapt them to your approach.

Beyond Direct Analysis:

Social Listening Techniques

✓ Reddit:

A goldmine of **honest discussions**. Users openly share their problems, giving you valuable insights into their pain points.

✓ Answer The Public:

A tool that reveals **common search queries** on social media and Google. This helps you understand what your audience is actively looking for, so you can **tailor your content strategy** accordingly.

That's the end of Lesson 2!

These insights will help you create content that **attracts and engages** your ideal audience.

In the next lesson, we'll dive into branding and profile optimisation - how to package yourself in a way that sells.

See you **in Lesson 3!** 🚀