

Lesson Nº2

WHO IS YOUR CUSTOMER?

Secrets of Audience Identification

Hello, everyone! In this lesson, we'll dive into how to find your target audience, analyse it, and determine the exact product they need.

It's crucial to define your ideal customer profile upfront. Understanding their pain points, fears, desires, and objections will help you to create content that naturally attracts them.

THE IMPORTANCE OF AUDIENCE ANALYSIS

Audience analysis is the foundation of everything. If you thoroughly research your customers' pain points, you'll generate ideas for lead magnets and products.

A well-executed analysis can solve many problems for months ahead.

Your target audience consists of people most likely to be interested in your product or service.

They can be categorised as follows:

- ① Those **who don't recognise their problem yet**: these people may not be interested now but could become customers over time.
- ② Those who **are aware of their problem** and are willing to seek solutions.
- ③ Those **actively searching for a solution**: they acknowledge their problem and are evaluating options.
- ④ Those who **have found a solution** and are close to making a purchase.
- ⑤ Customers who **are ready to buy** because of your brand and offer.

Your job is to segment your audience and create content that addresses their pain points and problems.

Even if someone doesn't recognise an issue now, you can gradually communicate the value of your product to them.

UNDERSTANDING YOUR CUSTOMER PROFILE

A high-quality audience analysis enables you to fine-tune your marketing efforts and create relevant offers.

The deeper your understanding of your audience, the more effectively you'll be able to solve their problems and achieve your business or content creation goals.

They can be categorised as follows:

① **Ideal Customer**

This person perfectly matches your target audience. They are difficult to find, but they will buy regularly, leave reviews, and recommend you to others.

This customer feels that you address their needs perfectly. Speaking their language through a deep audience analysis is key.

Example: *If you are a coach, your ideal client is someone striving for personal growth, open to new ideas, willing to invest time and effort in self-improvement, and seeking professional guidance. They value your expertise and trust your experience.*

② Average Customer

This client partially fits your target audience. They recognise their problem but aren't ready to act.

For example, *they might think, "Maybe one day I'll start my business". Convincing them takes less effort than someone who is unaware of their problem.*

③ Undesirable Customer

This is someone you shouldn't target. They either don't have the need or don't understand their problem.

For example, an IT specialist with a stable salary who is satisfied with their life and has no interest in change.

They may follow you due to external factors rather than genuine interest in your product. These customers are usually inactive and unlikely to convert.

HOW TO RESEARCH YOUR AUDIENCE

The easiest way to gather data is through surveys. But what if you don't have an audience yet? Create a survey in Google Forms and share it in relevant Facebook, Discord, or Reddit communities.

***For example,** if your audience consists of aspiring entrepreneurs or freelancers, find a relevant Reddit community, post your survey, and analyse the responses.*

What Should a Survey Include?

- ① Country, gender, age, occupation, income.
- ② Problem-focused questions: What goal are you setting? How much do you want to earn?

What's stopping you now? What fears do you have about starting a business?

- ③ If they've already started, what challenges have they faced?
- ④ Multiple-choice questions like: "How do you feel when thinking about launching a business?" (Fear, confusion, excitement, confidence).
- ⑤ At the end, ask if they're open to an interview and allow them to leave their contact details.

If you already have an audience, you can conduct **customer development interviews** - in-depth conversations to understand your audience's real motivations and emotions.

CREATING CUSTOMER AVATARS

A customer avatar is a composite profile of your ideal buyer. For instance, a stay-at-home mom who wants to start a small business selling handmade crafts on Etsy.

It includes:

- **Demographics:**

Age, gender, marital status

- **Pain points, fears, and desires:**

Fear of loneliness, desire for independence, aspiration for self-fulfillment

Documenting pain points, fears, and desires helps you to create content that resonates with your audience, boosting trust and engagement. You can keep records in tables, mind maps, or Google Docs.

Once you define your avatar, you'll know where to find these people and what content will attract them. This helps you to plan marketing channels and ad campaigns based on audience preferences.

COMPETITOR ANALYSIS

Studying your competitors is a crucial step in understanding what strategies work and how to adapt them to your business.

It's particularly useful to analyse major brands, as they have already tested various approaches.

To conduct competitor analysis, use **Google searches** to find key industry leaders.

Search for phrases like “top dropshipping/crypto experts”. Additionally, study competitor Instagram accounts, collect their best-performing Reels, and analyse their most successful products and offers.

Steps for Competitor Analysis:

- ① Create a spreadsheet listing key competitors, their products, pricing, offers, and top-performing posts.
- ② Focus on those who have achieved the results that you're aiming for.
- ③ Avoid comparing yourself to people in unrelated niches.

Beyond direct analysis, leverage **social listening techniques**:



Reddit – Read honest discussions and user feedback for valuable insights.

Since Reddit is anonymous, users share genuine experiences and thoughts.



Answer The Public – Use this tool to discover trending queries across platforms like Google, YouTube, TikTok, Amazon, and Instagram.

This helps you to understand audience interests and refine your content strategy.

WRAPPING UP

That's it for today's lesson! By defining your target audience, you've taken a crucial step toward creating more compelling and effective content. Keep going - building this foundation will pay off!

Next, we'll take another exciting step: creating a profile that truly grabs attention and makes people want to follow you. In the next lesson, we'll explore how to design a profile that sells.

See you in Lesson 3! Your assignment is waiting for you below. 🚀

ASSIGNMENT:

1. Create an Avatar of Your Ideal Customer

Answer these questions:

1. Who are they? (Age, gender, profession, income level)
 2. What are their main pain points/problems?
 3. What are their goals and dreams?
 4. What would motivate them to buy/follow you?
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2. Analyse Your Competitors and Identify 3 Key Insights

Choose 2-3 competitors and analyse their content:

1. Who is their audience?
2. Which posts/Reels perform best?
3. How do they engage with followers?

Additional Resources:

- List of Questions for Customer Development Interviews (PDF)
- Customer Avatar Analysis Template (Spreadsheet)