

Identify Your Defined Audience

By understanding your defined audience, it will become clear which aspects of your market position should be communicated to each audience segment.

Ideal Client

What price point do they engage with you at?

What is your involvement level with your ideal clients?

What is their average age?

Do they have a specific geographic location?

What is their average age?

What brands do they resonate with?

What car do they drive?

What is their occupation?

What are their social media preferences?

What platforms do you use to communicate with them?

Identify Your Defined Audience

By understanding your defined audience, it will become clear which aspects of your market position should be communicated to each audience segment.

Additional Clients

What price point do they engage with you at?

What is your involvement level with your ideal clients?

What is their average age?

Do they have a specific geographic location?

What is their average age?

What brands do they resonate with?

What car do they drive?

What is their occupation?

What are their social media preferences?

What platforms do you use to communicate with them?

What are some similarities and differences between ideal and additional clients?

Identify Your Defined Audience

By understanding your defined audience, it will become clear which aspects of your market position should be communicated to each audience segment.

External Segments

List external segments that will help grow your brand.

Suppliers, media outlets, influencers, magazines, related brands, brands serving a similar audience.