

PRODUCT CREATION BOOTCAMP DAY 1

Today it is about defining your targeted audience (flock) for your product. Who exactly is this product created for? You must know that everyone will not hear your voice. To be successful with your product launch, you must be clear on your targeted audience. You must know your PERFECT client/customer. It is important to be able to paint a proverbial picture of who you are serving up your message/product to in your mind and to others.

DEMOGRAPHICS

The demographics are usually where people start. Demographics are typical variables or characteristics of the people you want to help. (For example, age, gender, income, education, race, religious affiliation, and sexual orientation). Demographics help you **understand WHO** buys your product. Demographics of individuals are usually the obvious. Demographics are considered external factors or characteristics that you can see.

PSYCHOGRAPHICS

Psychographics go a little deeper as it relates to defining characteristics of your ideal client for this product. Psychographics include characteristics related to lifestyle and behaviors. Psychographics help you **understand WHY** individuals buy your product. Psychographics are factors that you cannot observe so easily. They are internal factors. (For example, what a person reads, where they shop, what denomination they follow, etc.)

“There is only one winning strategy. It is to carefully define the target market and direct a superior offering to the target market.”

YOUR ACTION STEPS

After reviewing the list of Demographics and Psychographics below, **DESCRIBE** your target audience (flock) in paragraph form. Who is the perfect consumer for this product? Make sure you think about it before you write. Dig deep.

DEMOGRAPHIC QUESTIONS (CHOOSE AT LEAST 3)

What is the age of your flock?

What is the education level of your flock?

What is the occupation of your flock?

What is the ethnicity of your flock?

What is the marital status of your flock?

What is the income level of your flock?

What is the net worth of your flock?

Where does your flock live (Geographical location)?

What is the political party or affiliation of your flock?

What is the gender of your flock?

What is the religious affiliation?

PSYCHOGRAPHICS QUESTIONS (CHOOSE AT LEAST 3)

What is the lifestyle my flock?

What is the personality of my flock?

What are my flock values?

What is my flock interested in?

What are my flock's belief?

What are the hobbies of your flock?

Where does my flock hang out?

Are your flock employees or employers?

Does your flock have their own business or desire to have their own business?

Does your flock use Social Media? Which one?

What is the culture of my flock?

What is the mindset of your flock?

What activities do my flock take part in?

Is your flock middle class, lower class, or high class?

What language do they speak?

What TV shows and movies does your flock watch?

What types of books and magazines do your flock read?

Does your flock have children?

Does your flock play or watch sports?

MY TARGET MARKET (FLOCK) FOR THIS PRODUCT IS:

“Marketing is the art and science of choosing target markets and building profitable relationships with them; it’s the art of demand management.” Philip Kotler