



# TARGET AUDIENCE

**HOW DO YOU WANT PEOPLE TO VIEW YOUR BRAND  
COMPARED TO COMPETITORS?**

Blank grey response area for the question: HOW DO YOU WANT PEOPLE TO VIEW YOUR BRAND COMPARED TO COMPETITORS?

**WHAT ARE YOU DELIVERING TO YOUR DREAM  
CLIENT? WHAT ARE THEIR RESULTS?**

Blank grey response area for the question: WHAT ARE YOU DELIVERING TO YOUR DREAM CLIENT? WHAT ARE THEIR RESULTS?

**WHO IS YOUR DREAM CLIENT?**

Blank grey response area for the question: WHO IS YOUR DREAM CLIENT?



**WHAT PROBLEM DO YOU SOLVE FOR YOUR DREAM CLIENT?**

Blank grey response area for the question: "WHAT PROBLEM DO YOU SOLVE FOR YOUR DREAM CLIENT?"

**WHY WORK WITH YOU NOW INSTEAD OF LATER?**

Blank grey response area for the question: "WHY WORK WITH YOU NOW INSTEAD OF LATER?"

**WHAT HAPPENS IF THEY DON'T ENROLL?**

Blank grey response area for the question: "WHAT HAPPENS IF THEY DON'T ENROLL?"



# MARKETING STP

## SEGMENTATION

DEMOGRAPHIC

GEOGRAPHIC

PSYCHOGRAPHIC

BEHAVIOR

**TARGETING** FOCUS ON A PARTICULAR CUSTOMER (NICHE)

**POSITIONING** HOW AM I DIFFERENT FROM ANYONE ELSE?



# AVATAR

**NAME AND GENDER**

**RACE, AGE, LOCATION,  
INCOME**

**BEHAVIORS**

**GOALS**

**ONLINE HABITS**

**FAVORITE BLOGS AND  
WEBSITES**

**WHO DO THEY  
FOLLOW?**

**WHAT COMPANIES  
DO THEY SHOP WITH?**

