Finding your IDEAL CLIENT

Many business owners find that “Identifying Your Ideal Client” is a key concern in their marketing efforts. To help you find your perfect client, here's a fun and simple exercise:

Target Market: This is a broad group of potential customers or clients that might benefit from your products or services. It's a wide range of people sharing common characteristics or needs.

Eg: Anyone who likes to drink coffee.

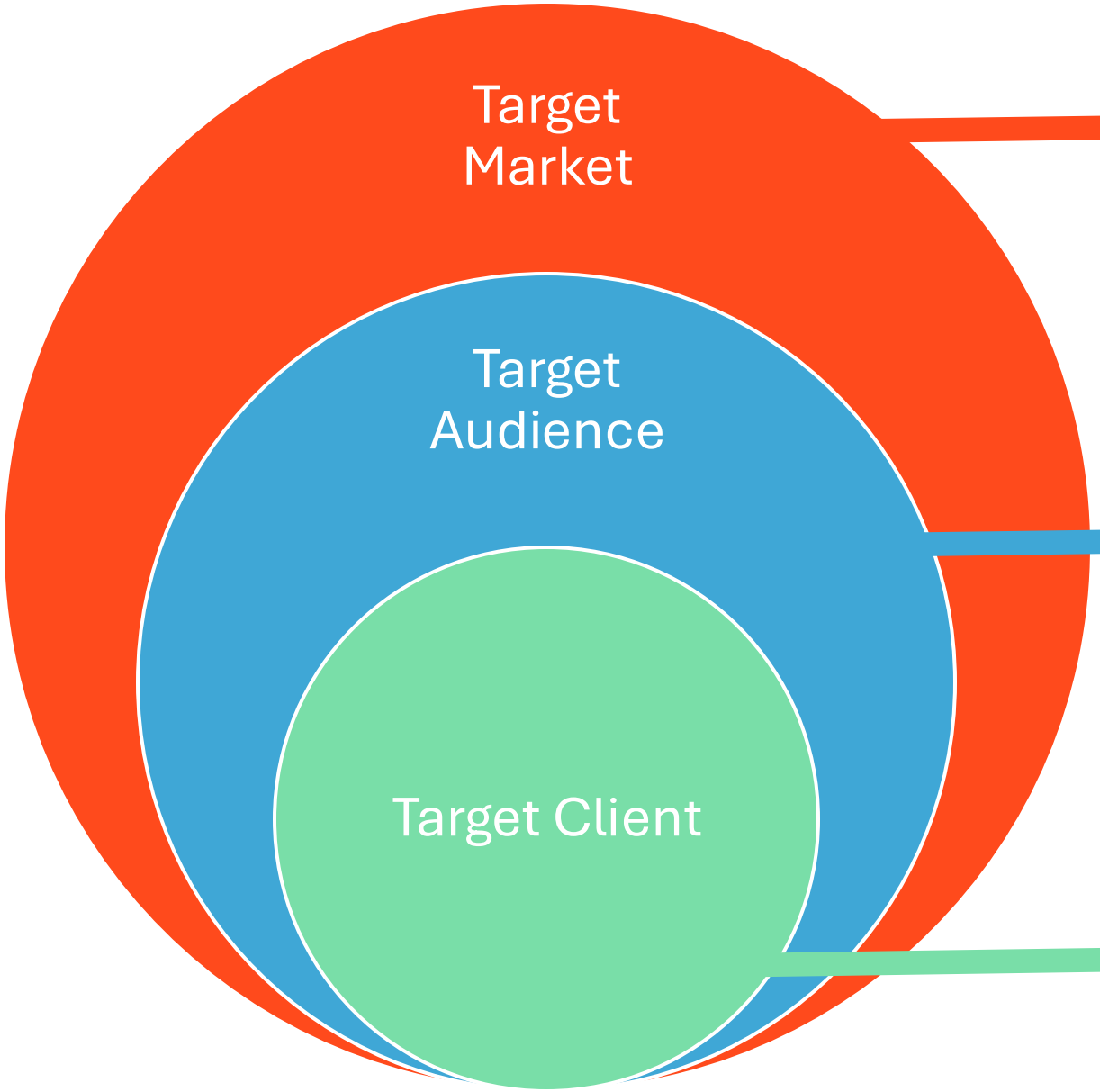
Target Audience: This is a more specific subset of your target market, focusing on a narrower group of individuals who are more likely to engage with your offerings.

Eg: Coffee enthusiasts who are interested in specialty coffee, such as single-origin beans and artisanal blends

Target Segment: Go even further by dividing your target audience into smaller, more specific groups based on characteristics like demographics, behaviour, or preferences.

Eg: Young professionals aged 25-35 who live in urban areas, have a high disposable income, and prefer eco-friendly, single-origin coffee.

Give it a go and see how these distinctions can sharpen your marketing focus.



eg: people that drive cars

eg: people that drive cars looking for lots of interior space

eg: people that drive cars looking for lots of interior space because they have multiple children, pets and hobbies.