



Find your

DREAM
AUDIENCE

"because when you speak to everyone, you speak to noone"

& I wana help you narrow this right down, so you are ONLY speaking to your DREAM AUDIENCE.

The major benefit to this is that it makes your life soooooo much EASIER, & we all want that right?

When you go to do anything within your brand, you picture this 'person' in your head EVERY.SINGLE.TIME.

This makes your content, marketing strategies, sales processes etc come that much easier & smoother for YOU

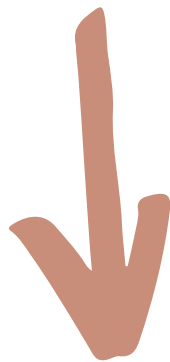
& you want to create a FREEDOM lifestyle right?

so let's do this

Your Dream Audience can be anyone.
It can be someone you have just made up, someone you know, a
work colleague, a friend, a family member or even yourself.

Mine is myself!

But whoever you are picturing, it needs to align with everything
your brand encompasses,



Be specific !

Age

How old are they? What age group do they fit into?

Gender

What gender are they?

Location

Where do they live?
(If you can get city specific even better)

Income

How much money do they earn? What income bracket are they in?

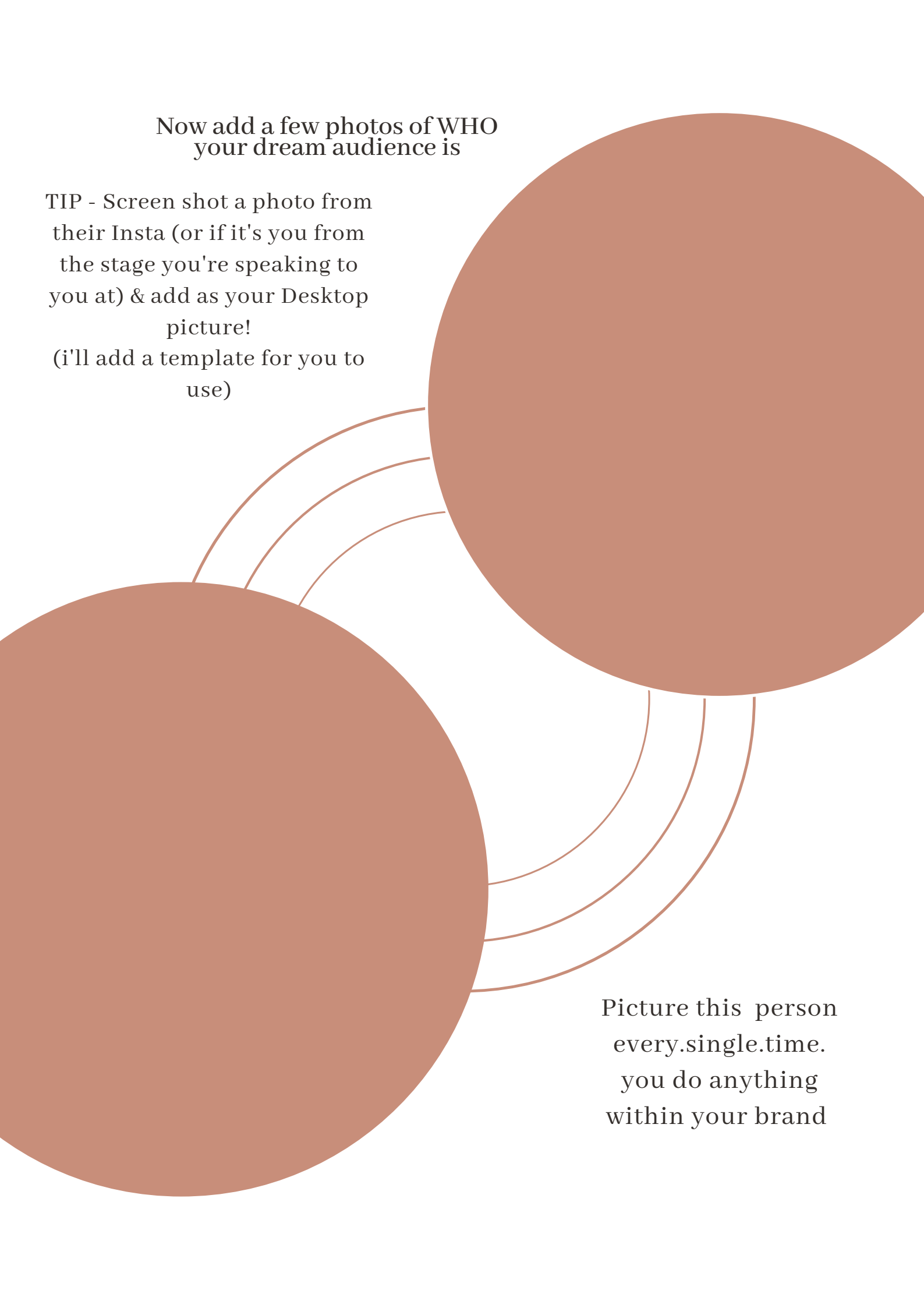
Occupation

What do they do for work?
(If it's a range of things, list them)
& even more specific what stage are they at within this job role?

Now add a few photos of WHO
your dream audience is

TIP - Screen shot a photo from
their Insta (or if it's you from
the stage you're speaking to
you at) & add as your Desktop
picture!

(i'll add a template for you to
use)



Picture this person
every.single.time.
you do anything
within your brand

Spending habits

What do they like to spend their money on?

Interests

What interests do they have?

Hobbies

What hobbies do they like to do? What do they like doing in their spare time?

Desires

What are their desires?

Motivations

What motivates them?

Now that you have narrowed this down, everything will be
soooooo much EASIER, I promise.

Picture this person & what they encompass within everything
you do, & you can never go wrong.

Love Michelle x