

Mastering New Media #13

Defining Your Target Audience in 8 Easy Steps Part 2

Jason Van Orden

Review

- Want vs. need
 1. Who do you do your best work with?
 2. Are you a member of the target market or do have easy access to them?



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Review from last episode:

1. Who do you do your best work with?
2. Are you a member of the target market or do have easy access to them?

Now to steps 3 through 8



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3. Does your market have either an urgent pain or an irrational passion? What is it?



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4. Are they aware of their pain/passion AND actively looking for solutions to solve or fulfill it?



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5. Is it niche enough?



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6. What are their desires, values, needs?



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7. Does the market have money to buy your product/services?



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8. What is their level of expertise?



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What do you think?

- What other factors do you, or would you find helpful for defining your target market?



Take Action

1. Take time to write out answers to the eight steps for defining your target market



Next Episode

- What every online content creator can learn from documentary filmmaking



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