

When it comes to business planning... a business MUST know who their target audience is.

Your target audience will be attracted to different images, videos, branding, etc. when it comes to marketing. They will attract to different businesses for a variety of variables, including:

- Products used
- Level of experience
- Variety of services
- Cleanliness of business
- Location of business
- Prices
- Professionals personality, etc.

Not all target audiences are the same. A lash business in a small town in Maine will have a different target audience than one in Los Angeles, California. You may have a current clientele that you feel is... not what you really wanted.

Oftentimes in the beginning of a service career, you take any and every client. It's normal. Once you feel you are ready to brand your business to that clientele you dreamed of, all you need to do is decide who your target audience is.

When determining your target audience, consider these two things:

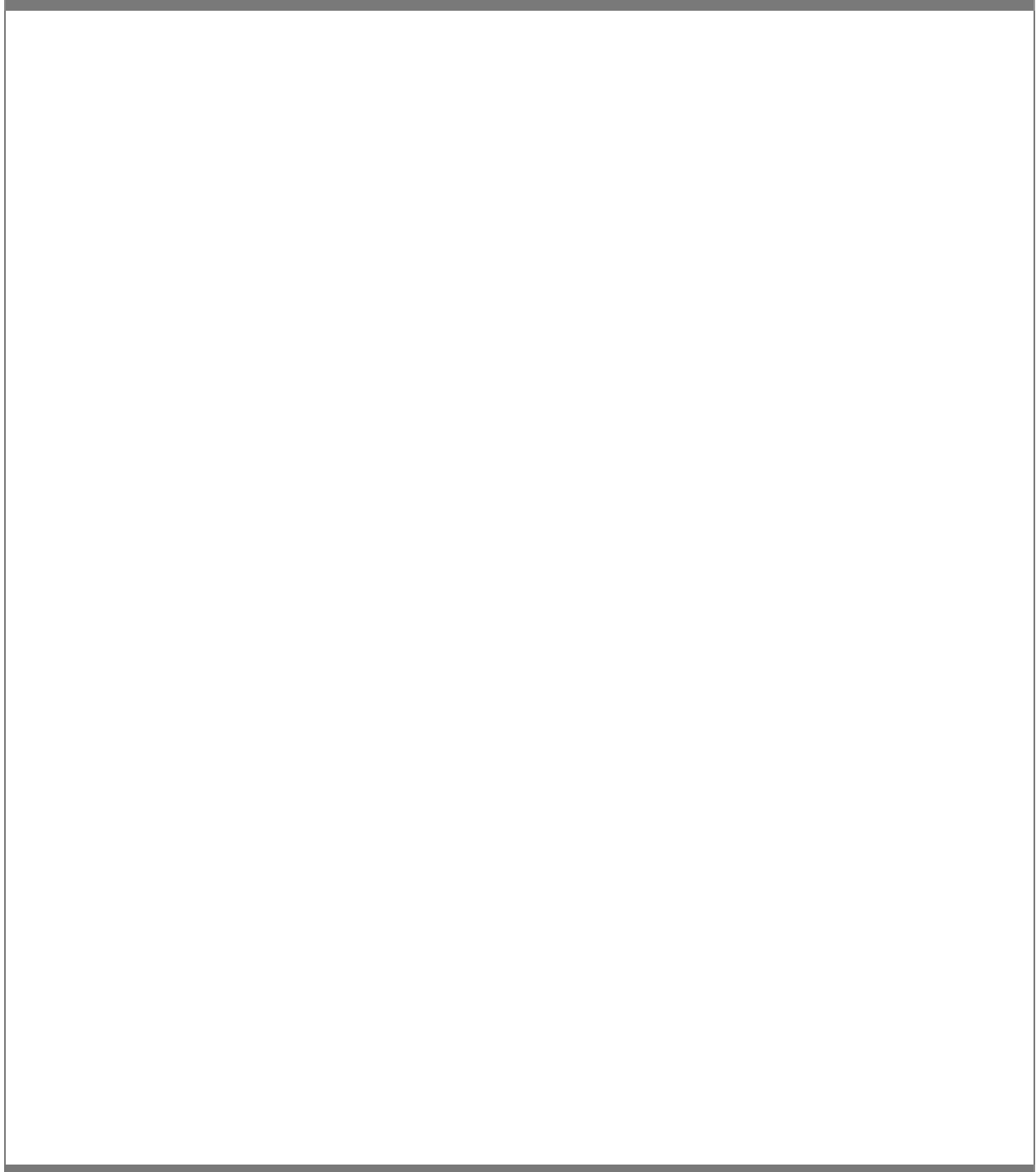
- Your IDEAL client (the one you may not currently have as a client)
- Your FAVORITE clients (the ones you never want to lose)

Use this guide to get specific and decide who your target audience is. So you can start to attract them by knowing who they are and what they like/want.

Think of your current clientele. If you could only keep 2 of those clients who would they be?

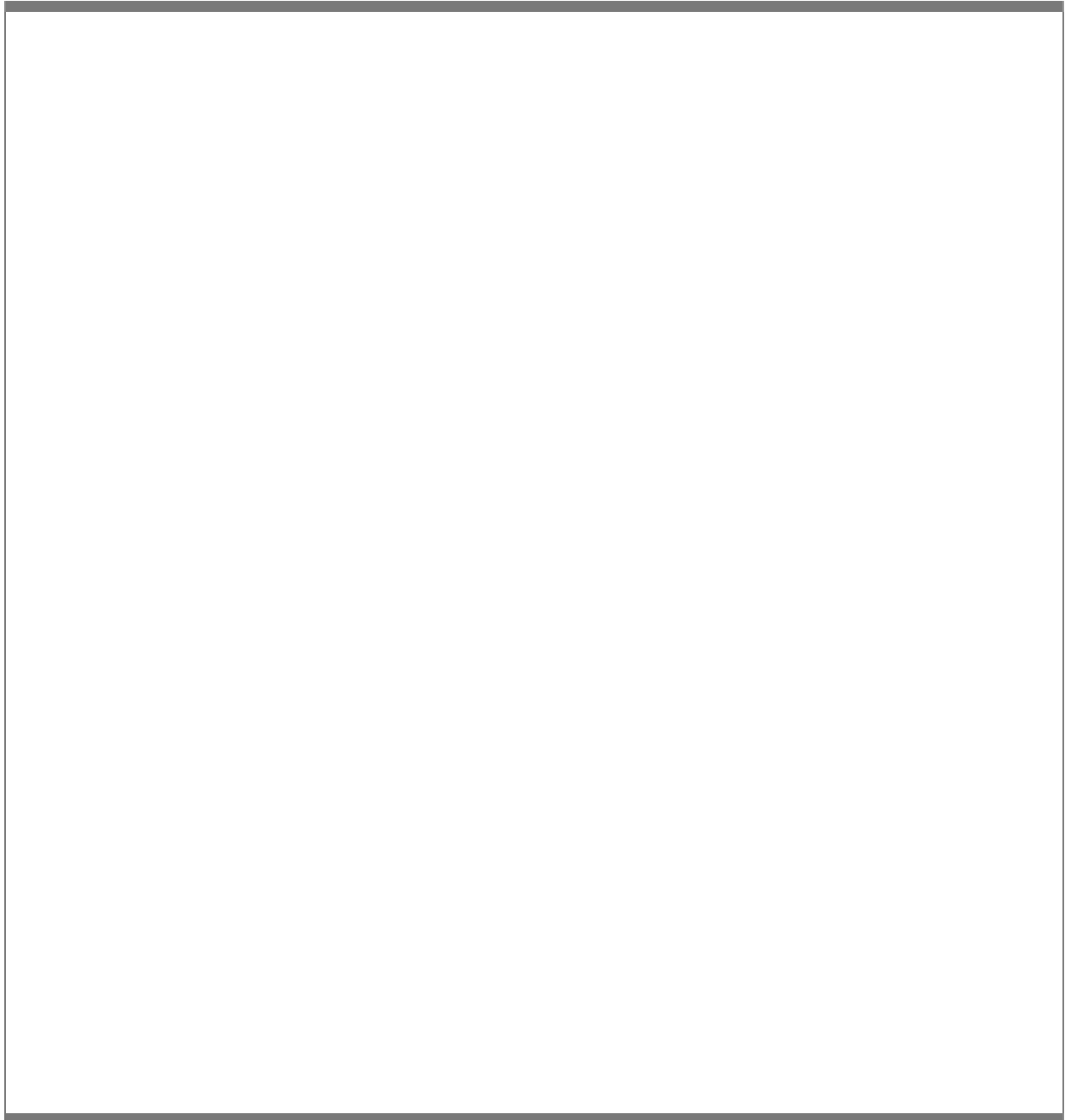
Describe these two clients, get specific.

Consider the following details: gender, age range, location(city, state, area), education level, marital status, religious views, political views, type of home, income range, family size, pets, vehicle, personality traits, hobbies, interests, etc.



Think of your ideal clientele. Be realistic, but know who you want as a client.

Consider the following details: gender, age range, location(city, state, area), education level, marital status, religious views, political views, type of home, income range, family size, pets, vehicle, personality traits, hobbies, interests, etc.



Combine the two lists into one to create your businesses target audience.

A large, empty rectangular box with a thin black border, intended for the user to write their target audience information.

Now, when you have to make any decisions like: business details, advertising, social media captions, new services/products, promotion details, etc. Pull out your target audience description and consider what will catch their eye. From images to text- you want these potential clients to stop and look at what your business can do for them. By understanding who your target audience is.

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