

## Module 1:

# The Basics

## YOUR IDEAL FOLLOWER

### DEFINING YOUR IDEAL FOLLOWER

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1

Think of your target market as a person: What's your ideal follower like?

How old are they?

What gender are they?

What are their hobbies/interests?

Where do they live? Is their geographical location important to you/your business?

What accounts (within your niche) do they follow?

What hashtags describe them? (If you can't think of hashtags that describe them, try and think of adjectives that describe your ideal follower)

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What motivates your target market?

What do they want to achieve?

What do they struggle with? What's their problem / issue? (Money, time, health, etc.)

### DEFINING YOUR IDEAL FOLLOWER

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3

How can you help them achieve their goals or overcome their struggle?

What's your area of expertise / your skills?

What's your passion?

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### DEFINING YOUR COMPETITION

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What accounts in your niche (accounts that attract the same or a similar target market as you) would you say are your "competition" (they offer something similar to what you're offering/doing)?

Who are some of the influencers (accounts with a large following) within your niche?

### ANALYZING YOUR COMPETITION

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What hashtags do they use?

What's their style (look at their theme, their posts, the language they use)?

What do you like about them? What don't you like?