



WHO ARE YOUR PEOPLE

A GUIDE TO FIND THEM

DEFINE YOUR ACCOUNT ACCOUNT

WHO ARE YOU TARGETING

1

DEFINE YOUR ACCOUNT

WHO ARE YOUR PEOPLE?



DEFINE YOUR ACCOUNT

When thinking about building a better Instagram feed, the first thing you need to do is to define what you want out of Instagram. What do you hope to achieve? Are you trying to build brand awareness? Are you trying to sell a product? Are you trying to get users back to your website? Are you trying to become an influencer? Are you building a community?

Before you start, go back and look at your last 9 photos in your grid. Take note of what kind of content you have posted. Do they tell the story you are trying to tell?

By the end of the ebook you should be able to answer these questions:

1. Who is your ideal follower? Your target Audience?
2. What type of content do they like? What are they searching for on Instagram?
3. What type of content do you want to share? Photos? meme's reposted content? Information?
4. Define your niche. If you are just beginning: narrow it down. If you are already established, consider niching down for a little while.

5. Go back and look again at your last 9. Does that content fit what you want your account to be?

2

WHO ARE YOU TARGETING

Who are you Targeting?

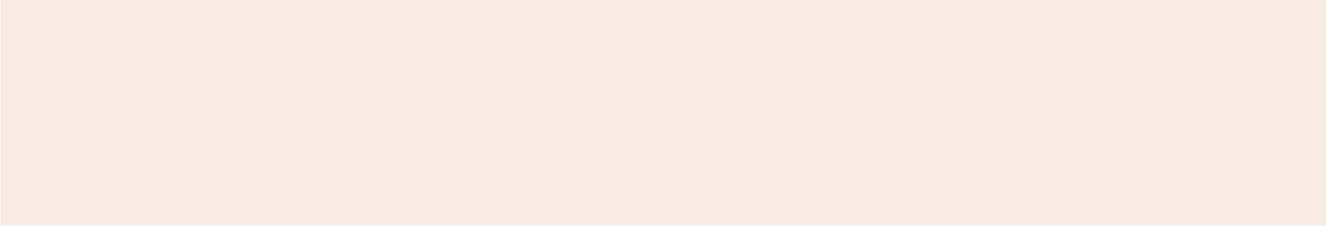
Before you start making content, you need to know exactly who it is you are targeting.

Who does Your Target Audience follow on Instagram?

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What Blogs do they read?

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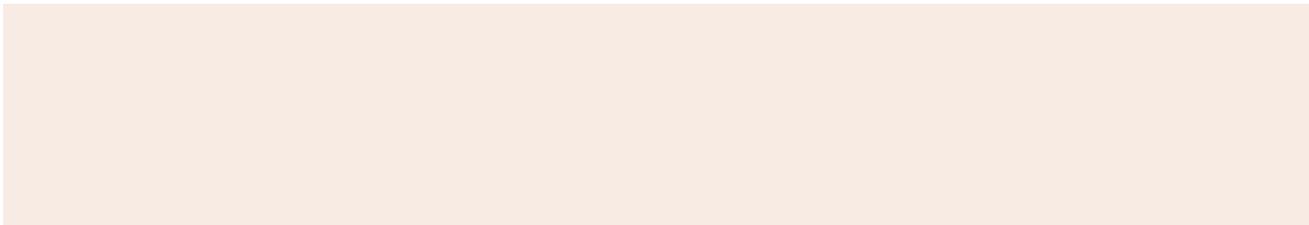


What magazines do they buy?



What books do they read?

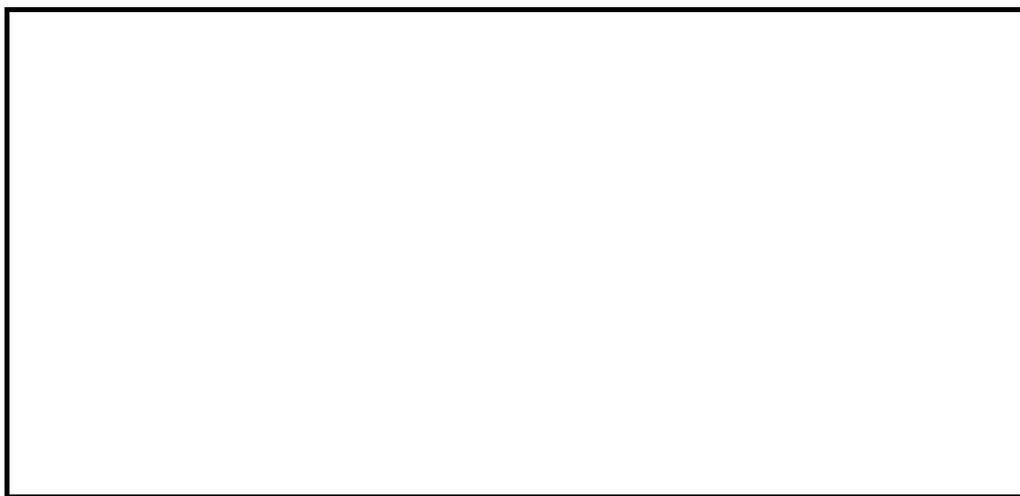


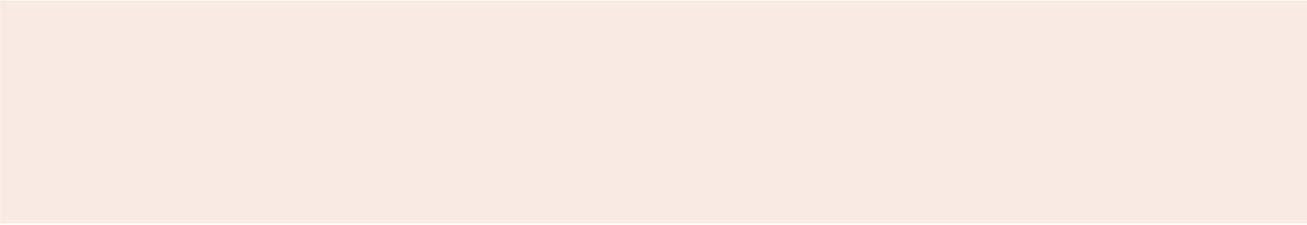


What do they do with their spare time? (hobbies? family? Travel?)



What do they spend their money on? And where do they shop? (Starbucks? Target? Shoes? Tech?)



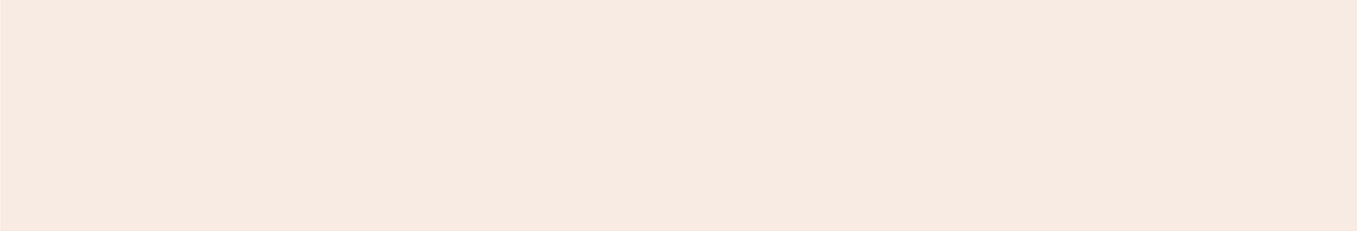


What inspires them? What accounts on Instagram might inspire them?

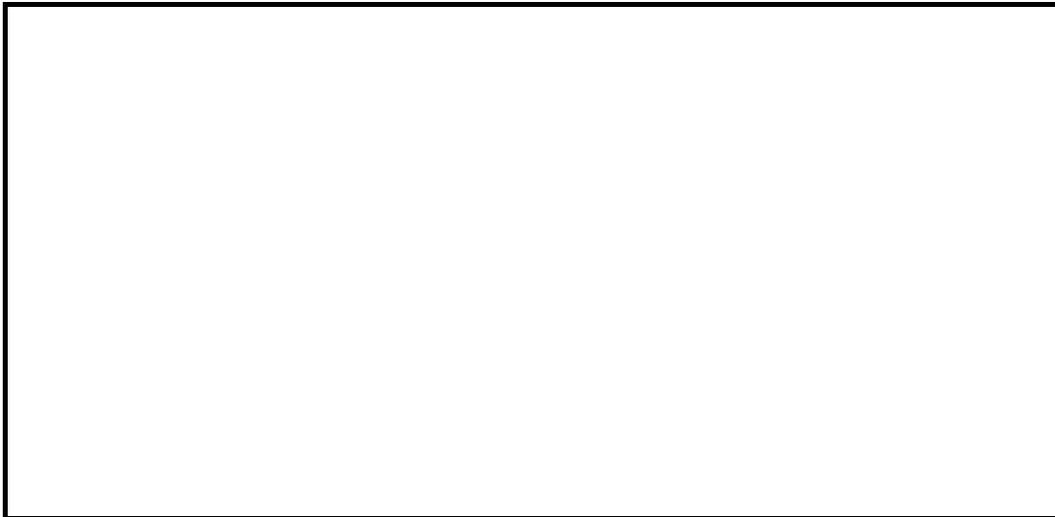
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What do they share on Instagram? What kind of photos do they take?





What kind of job do they have? (SAHM, mompreneur, entrepreneur, work outside the home,)



What is their dream life? (dream job, dream vacation, dream home, Dream body?)



Print this ebook out. Write in it. Then memorize it like a bible.

Head over to the Facebook Group to tell everyone WHO your target audience is.

