# *Teri Hutcheon Email Marketing Course: LESSON 8*

**Niche Audiences vs. Broad Audiences**

My *Broad* Audience:

EXAMPLE: My ideal client is female, 25-45 years old and lives in the U.S. or Canada. She is typically married or in a committed relationship but some may be single. She has young kids, if any. She is college educated and has some discretionary income, is budget conscious but willing to spend on quality items. She is interested in healthy living -- working out, eating healthy, safer personal care items and learning more about how else to be healthy -- but she isn’t extreme in any of those areas. She struggles with being *consistent* with healthy living. She needs help to know how to “do it all” and still have some time for herself and her loved ones. It’s hard because she always have too many things on her plate, doesn’t think she has the time to add one more thing and helps others before herself.

**My Niche Audiences:** people interested in working out, people interested in running, people interested in healthy eating, people interested in skincare and makeup, etc.

***Niche Audience* =** groups of people who are interested in specific topics

**The bulleted list shows topics within that niche that I could write content about and provide value to my niche audience!**

**My Niche Audiences + Associated Content**

NICHE CONTENT: Working out

* TOPICS: Running, Strength Training, Stretching, Running Gear, Running Shoes, Workout Gear, Shoes for Strength Training, Favorite Playlists, Favorite Technology

NICHE CONTENT: Eating Healthy

* easy recipes for breakfast/lunch/dinner/snacks/desserts, healthy swaps, dining out, parties, alcohol, caffeine, sugar, pre-workout, post-workout, macros, recovery

NICHE CONTENT: Personal Care

* skincare, makeup, how to choose between brands, what are the right products for *you*, tips for using products, body care, hair care, products for family, tutorials

NICHE CONTENT: Miscellaneous health topics

* home products, sleep, organization, time management, mindfulness, relationships, downtime

**YOUR TURN!**

My ideal client is: (reference your lesson 2 workbook!)

My niche audiences/content:



Topics I can write about in each niche: