# *Teri Hutcheon Email Marketing Course: LESSON 2*

**Who is your audience?**

Use the below list to write a description of your audience.

* Male/Female
* Age: 18-25, 25-34, 35-44, 45-60, 60-69, 70+ years old
* Marital status: Married? Single? Divorced?
* Kids?
* Income level
* Education
* Interests/Hobbies
* Needs
* Location
* Struggles
* Drivers/Motivators
* Barriers to taking action

My ideal client is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (male and/or female), \_\_\_\_\_\_\_\_\_\_\_\_\_ years old and lives in \_\_\_\_\_\_\_\_\_\_. They are \_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_ and have \_\_\_\_\_\_\_\_\_\_\_\_\_\_ discretionary income. They are interested in \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and value \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_. They struggle with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and need help\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ so they can \_\_\_\_\_\_\_\_. It’s hard because \_\_\_\_\_\_.

**Review the social media stats from the lesson and compare it to your ideal audience.**

I should spend most of my efforts on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (IG, FB, Pinterest, or Twitter) and secondarily on \_\_\_\_\_\_\_\_\_\_\_\_\_\_. (IG, FB, Pinterest, or Twitter)