

DEFINING Your Target Audience

Understanding your audience will ensure that your products and services are aligned with what your potential clients want and need. Follow these three simple steps to define your target audience:

1

Determine your unique selling point.

Choosing a PT niche will help you stand out and be viewed as an expert in your area. Your niche should be something you're passionate about and that plays well to your strengths as a trainer.

2

Think about the type of clients you want to work with.

What is their persona? To answer this question, take a look at demographic and lifestyle information of potential clients such as age, gender, location, and employment status.

3

Ask yourself why you want to target this audience.

Your answers will largely point to what you want to specialize in. If you're not sure, then think about what your target audience wants you to specialize in and how you can leverage that when designing your services.