



SOPHIE EASTOP-SCOPES
VIRTUAL
ASSISTANT

Who is in your target market?

Would Linda Like This?

Age

Interests, hobbies

- *What does she read?*
- *What other people and businesses does she buy from?*

Culture/ Religion

- *Is she influenced by such, and if so how?*

Health

- *Any concerns?*
- *Attitude to sport and fitness*
- *Eating habits*
- *Mental health issues?*

Stage of Life

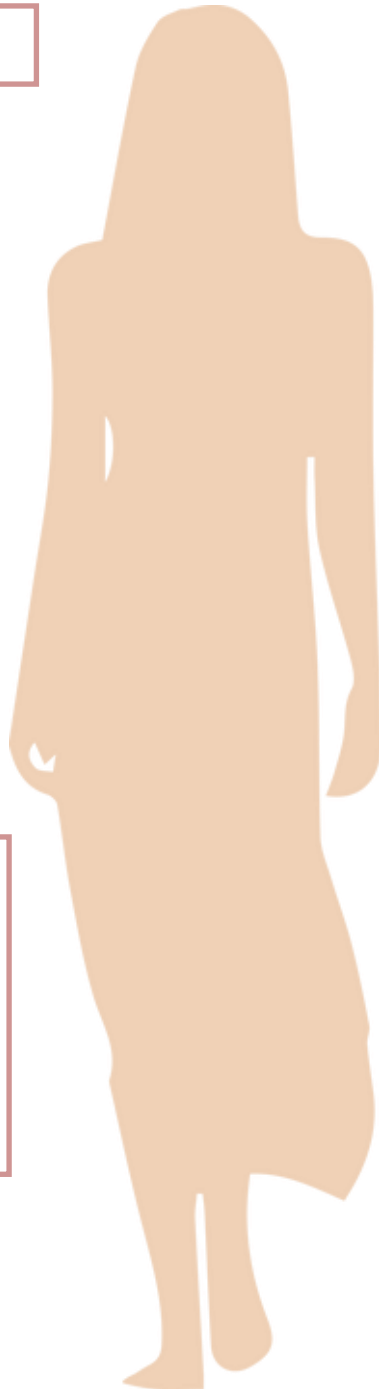
- *Baby*
- *Child*
- *Student*
- *New parent*
- *Parents of teens*
- *Retired*

Spending habits and financial concerns

- *What does she buy?*
- *What influences her purchases?*
- *Does she have financial concerns?*

Location

- *What area does she live in*
- *What language does she speak?*
- *Is there a cultural language?*



Now to start the conversation using social media...



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What Would Sam Say?

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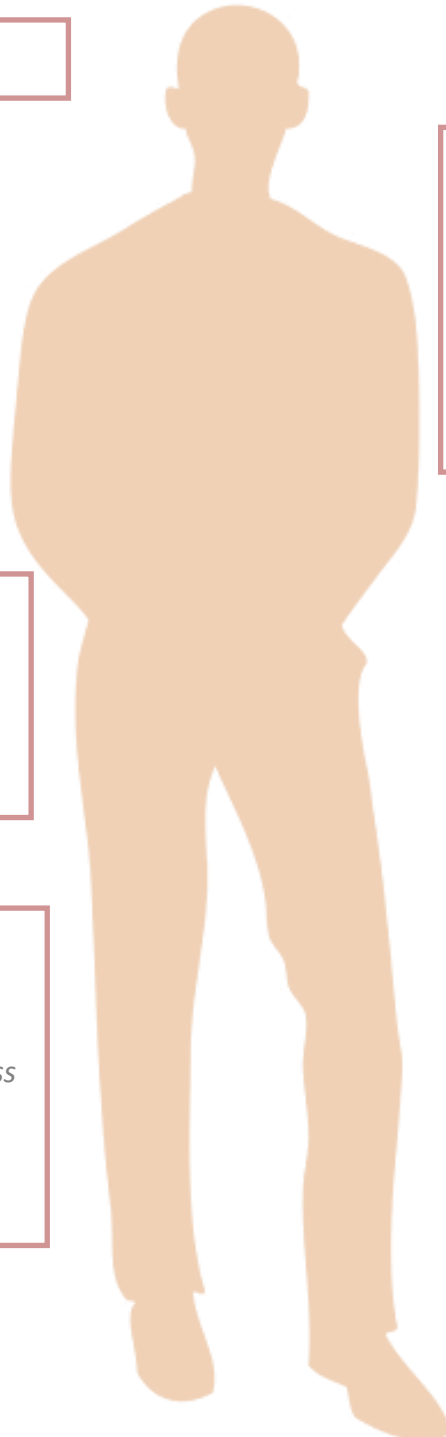
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