SOPHIE EASTOP-SCOPES VIRTUAL A S S I S T A N T

### Who is in your target market? Would Linda Like This?

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#### 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
- Parents of teens
- Child
- Retired
- New parent

Student

# 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...

SOPHIE EASTOP-SCOPES VIRTUAL ASSISTANT

## Who is in your target market? What Would Sam Say?

	-	S	tage of Life		
<ul> <li>Interests, hobbies</li> <li>What does he read?</li> <li>What other people and businesses does he buy from?</li> </ul>			Baby Child Student	•	Parents teens Retired
Culture/ Religion <ul> <li>Is he influenced by such and if so how?</li> </ul>			Spending h financial co • What a • What in purcha.	oncer loes he nfluen ses?	ns e buy? ces his
<ul> <li>Health</li> <li>Any concerns?</li> <li>Attitude to sport and fit</li> <li>Eating habits</li> </ul>	ness		Does he concern Location		? financial

Mental health issues?

Parents of teens

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- nancial

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- What language does he • speak?
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