



## Finding Your Target Audience Online

Let's start with developing your personal profile and target audience profile:

Your gender:                      Your Age:

Education:

Background:

Interests and Hobbies:

Income:

Concerns:

Favorite Places to frequent online:

What topics do you communicate well about:

What challenge did you have that your product solves:

What challenge did you have that opportunity solves:

Now, just repeat this list for your target audience. Answer the same questions.

Gender:                      Age:

Education:

Background:

Interests and Hobbies:

Income:

Concerns:

Favorite Places to frequent online:

What topics will your prospect communicate well about:

What challenge do they have that your product solves:

What challenge do they have that opportunity solves:

Now that this is done, begin to research and explore areas online where you will get involved; meet people and make friends; build relationships that lead to partnerships.

What keywords would be associated with your target audience?



### **About Jackie Ulmer:**

Jackie Ulmer is a Direct Sales and Network Marketing veteran, industry coach and MLM author. She stuck one toe in the profession of Network Marketing in January, 1994 and soon found she was addicted to the fun, personal growth, income and advantages that being one's own boss offers. Six years into her business, she began exploring the possibilities that the Internet offered as a tool in her business.

Today, she's built a solid six figure income using the Internet to build her Network Marketing business while maintaining the roles of wife, mom, cab driver, and social coordinator. Social Media marketing is the platform she enjoys using, learning and coaching on. When used correctly, this method of business building is extremely powerful and far reaching. Her passion is empowering women and young entrepreneurs to believe in themselves and reach for the stars. Contact her through her website at: <http://www.JackieUlmer.com>

If you'd like to learn more about how Jackie has personally sponsored over 1800 people into her primary company using Social Media Marketing, get her e-book – "MLM; the Internet and YOU!"

<http://JackieUlmer.com/miy>

or, her CD Series –

<http://JackieUlmer.com/sno>