

### Exercise #1: Who is My Audience, Group, or Target Market?

It's tempting to start a website by immediately creating a bunch of empty HTML pages. I can tell you from experience that websites come together much more quickly if you start with a **plan**. The decisions you make here will determine what to put into your website *and what to leave OUT*. You'll finish your website much more quickly if you're first clear about what your intentions are for the site.

Start by writing down the names of the groups you target for your products and services. For example, if one of your target groups is teachers, be as specific as possible: grade level or subject matter, number of years of teaching, school budget and personal budget for your products, and so on.

Next give your fictional teacher a name, an age range, an estimated income, whether they already use your product or service. This helps you visualize and speak directly to that person as you write your website text and sales copy. Finally, state your unique selling proposition for each fictional character/group, so that you're clear in your own mind what you have to say to them.

Feel free to add columns to the table below to match your target market.

Group	Character Name	Age Range	Occupation	Yearly Income	Already Use This Service?	Your Unique Selling Proposition for this Group (Why your website and not someone else's?)
Public School Teachers	Heidi Sandler	28-35	3 <sup>rd</sup> Grade Teacher	\$_____	Yes/No	Etc.

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