

The Makers Hub

How To Find Your Target Audience For Your Etsy Business

What does your ideal customer look like?

NAME: _____

AGE: _____

WORK: _____

FAMILY: _____

LOCATION: _____

PHOTO

HOBBIES & INTERESTS

WHICH SOCIAL MEDIA PLATFORMS DO THEY USE?

GOALS & PRIORITIES

WHERE DO THEY SHOP?

WHAT MOTIVATES THEM?

COMMON PROBLEMS/PAIN POINTS

BIO (highlight factors that make this person an ideal customer)
