



## Choosing Your Target Market

### STEP 1.

The following process of creating a student profile is to help you figure out how, and where, to *sell and market better*.

If you are starting out, ideally, you start with ONE student profile.

If you have a current student base, or looking to expand, you can have up to *three* different profiles.

Looking at your current student base, and/or asking them, can help you fill the blanks. If you feel uncomfortable asking personal questions, you can send out an online survey (there are free online services like SurveyMonkey.com to create and send surveys) Your students can submit anonymously, keeping their identity private.

For your reference, included is a sample of demographic and psychographic profiles.

# SAMPLE

## DEMOGRAPHICS

<i>Age</i>	35 - 45
<i>Gender</i>	Female
<i>Education</i>	College
<i>Language/s</i>	English, French
<i>Occupation</i>	Teachers, Nurses with regular work hours, PhysioTherapists, medical support related jobs
<i>Status</i>	Married
<i>Income</i>	40k-75k annually
<i>Race/Ethnicity</i>	Any
<i>Hometown/ Neighbourhood</i>	Irrelevant/ Coquitlam, BC
<i>Living Situation</i>	Live with spouse in a house they both own. Middle class residential area.
<i>Household</i>	2 - 5 (adults and children)
<i>Religion</i>	Accepting of women taking dance classes
<i>Physical characteristics</i>	10lbs - 40lbs overweight

**Now it's your turn. Choose your target market and create your ideal student profile - (who you want to teach. Be as specific as you can)**

**DEMOGRAPHICS**

Age	
Gender	
Education	
Language/s	
Occupation	
Status	
Income	
Race/Ethnicity	
Hometown/ Neighbourhood	
Living Situation	
Household	
Religion	
Physical characteristics	

# SAMPLE

## PSYCHOGRAPHICS

Interests	<i>Helping friends in need. Reading biographies. Attending live theatre shows.</i>
Favorite TV/Netflix shows, podcasts, music, websites, social or other media	<i>Cultural documentaries, cooking competition shows, World of Dance, Pinterest, YouTube, local news phone app.</i>
Likes/Dislikes	<i>Likes sleeping in on weekends, likes to be around fun people. Checks her social media during lunch breaks at work. Dislikes crowds.</i>
Personality	<i>Outgoing and friendly. Dances around the house when no one is watching. Sings out loud in the car when favorite tune plays on the radio.</i>
Hobbies	<i>Baking and decorating cakes. Sewing.</i>
Spending habits	<i>Impulsive shopper.</i>
Values	<i>Family, community and fun.</i>
Preferred communication method	<i>Text messaging</i>
Biggest fear/anxiety towards what you offer	<i>Fear of being judged by others in the class</i>
Motivators	<i>Wants to regain her figure and femininity in a fun and creative way. And also, in a clean, supportive environment where she feels accepted, safe and free of judgement.</i>

## Your turn:

### PSYCHOGRAPHICS

Interests	
Favorite TV/Netflix shows, podcasts, music, websites, social or other media	
Likes/Dislikes	
Personality	
Hobbies	
Spending habits	
Values	
Preferred communication method	
Biggest fear/anxiety towards what you offer	
Motivators	

## **STEP 2.**

Whether you are teaching in your neighborhood or online, be sure to find out the actual demographic numbers in the specific area you want to teach (or currently teaching at).

Search on google sites that have census results and statistics in the specific geographical area you are wanting to get students from. This will give you a much clearer idea (rather than guessing) of the size of your potential market. Do your research (Google, surveys and social media are great for gathering most of the information you need).

Your post office also has very valuable information and maps of postal walks, showing where houses, apartments, condos, commercial buildings are located. This is another key that helps guiding you WHERE to market and where not to.

## **STEP 3.**

Based on all the information you now have, write down:

- What is the best way that you can reach these potential students?

(Which media: Facebook, Twitter, Pinterest, direct-mail, TV/YouTube ads, newspaper, or mobile marketing, etc.)

- What type of images, messages, fonts, posts, and content would engage your potential students?

- What type of promotions are going to work?

- What type of promotion are NOT going to work?

- What steps can you take to alleviate their concerns or anxiety? (Guarantees, refunds, exceptional customer service)

- For current or past students, what new thing can you offer that will interest them in coming back?

Additional findings/notes: