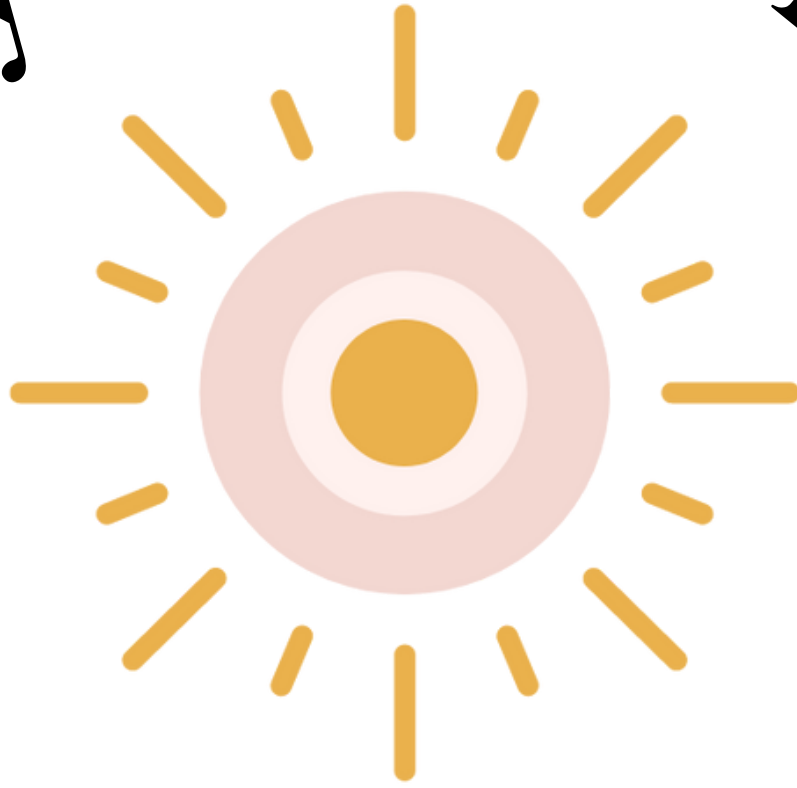


find your ideal clients



workbook

It's time to find your people. Be aware that it will take some time to scour the internet for all the answers.

Instagram:

Instagram profiles relating to my niche:

Things these profiles do well to attract followers:

Things I could do better than them:

How can I get their followers to follow me?

Hashtags Related to my Niche:

Facebook:

Facebook pages relating to my niche:

Things these pages do well to attract people:

Things I could do better than them:

How can I get their followers to follow me?

Interesting ideas:

Facebook:

Facebook pages relating to my niche:

Things these pages do well to attract people:

Things I could do better than them:

How can I get their followers to follow me?

Interesting ideas:

Facebook part two:

Facebook groups relating to my niche:

Things these groups do well to attract people:

Things I could do better than them:

What does their audience actively discuss?

What type of people are active in this group?

How can I get their group members to join my group?

Interesting ideas:

Other Info:

Pinterest Group Boards Pertaining to Niche:

Top Keywords for my Niche:

Forums About My Niche:

What are some topics these forums actively discuss?

Other Websites About My Niche:

Do these websites accept guest posts?

Conferences About My Niche:

Are there other social media networks where people interested in my niche hang out online?

Are there any physical spaces where people interested in my niche hang out?

How could I reach these people at this physical space?

Use the results of this research to help build your plan on who your ideal audience is and how you can attract them to your blog based business.

I suggest completing this workbook every six months as your blog and niche evolve.