



**Fill in the “All About Me” Mind Map and then explore the following questions:**



### **How does your business or group add value to people’s lives?**

Hopefully this comes naturally to you, that what you create or provide you are passionate about and that people love it and benefit from it in some way. It could be learning, relaxation, enjoyment, but you need to be able to show them through your marketing. **Add some key points from your Mind Map here to get you started:**



### **Who is your target audience?**

Who is the specific person type that you know your offer does or you want it to appeal to? Though obviously people vary, it's useful to define your Audience Profile specifically so that you can try to appeal to them, it's a better starting point than “anyone and everyone”! What are their interests? Their life situation? Preferred communications channels (online and offline)? Their income? Their influencers?

Consider demographic factors: age, gender, geographic location, etc, psychographic factors: lifestyle, social status, mental health issues or personality type, wants and needs, pain points, behavioural and buyer factors.

Search Audience Segmentation or Defining Your Target Audience for more information.



**Add some notes from your Mind Map here to get started on defining your audience and how they connect to what you offer, then start a document about your audience:**

You can also gain valuable information from observation, historic sales, articles, competitor research, Social media insights, ONS and other data.



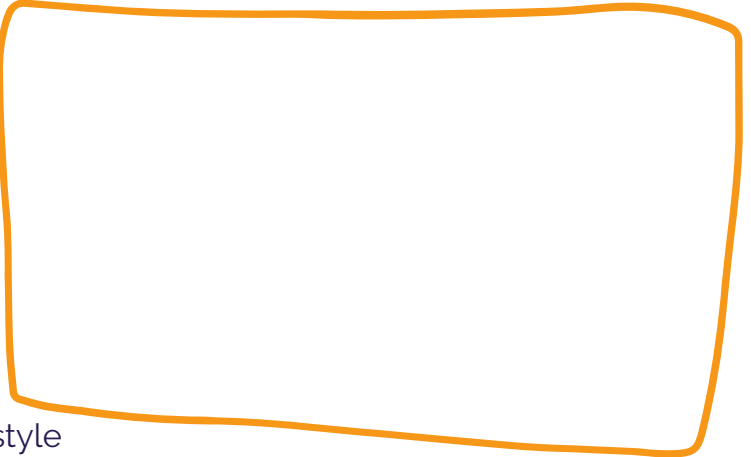
**Competitor Activity:** Take a closer look at a competitor artist, brand or group that you admire by inspecting their best nine posts from 2019.

Visit [www.bestnine.net/en](http://www.bestnine.net/en) and enter an Instagram @handle.



**Though the story behind a post and certain social media considerations such as #s & time of day may have some impact, ask yourself the following questions:**

- Are the 9 what you expected?
- Why do you think each image is popular? Could they be better?
- Is there anything similar about each image?
- Does their feed tell a story or have any clear values?
- Is their audience segment clear? Do they speak out to them well?
- Do they have a distinctive brand style?
- What is the quality of photography?



**If you're an artist / maker, also have a look at a shop, centre or gallery**

- What does the top 9 indicate that their audience likes to see?
- Do you think their audiences vary?
- Do they still have a distinctive style, despite varying photographic subjects?
- What is the quality of photography?
- How can you make your content equal to or even better?

**What factors make you different from others in the same segment of the market?**

What's different about you and your art / business - your products, materials, techniques, story and values?



**What are the main points about your brand story?**

For example all ethical materials, wildlife inspired,



**What's your one, most unique "selling point"?**

