

ALEXIS THE GREEK

Choosing Whom You Want to Serve

What are your passions? (Think small business, sustainability, artisan/craftsmanship, etcetera.)

What types of people put you at ease? Whom do you tend to be able to put at ease?

How much money do you want to make? (Do you want to be full-time or part-time? Cover your current expenses or set aside for retirement?) This question is important because of what's available to you geographically and what certain types of businesses/organizations have available to spend.

What kind(s) of photography do you already excel at? (Candid lifestyle shots; natural light photography; flat lays, etcetera)

Imagine the best possible photography job you could be offered tomorrow. Who is the person or business inquiring? What makes them so special to you?

Looking over your answers from above, is there any clear-cut audience you want to target? If not, are there new skills you need to learn in order to attract the sort of client you want to work with?

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Making Quality Connections with Real People

Part 1: Where to Find Your Target Audience

Who are some of your icons in the photography industry—ones who are “doing” what you want to do? List their names and some of their clients. Where do you think they found them?

Where do your target clients consume their news and ideas? (For example, who they read the news, do they click on blogs they find on Facebook, or tap apps they’ve downloaded to their phone?) Are you on the platforms these people are on? Have you followed the same accounts they do on social?

What devices do your target clients buy? (Are they Mac people, or PC? Do they use iPhones or Androids? Tablets or laptops?) How do you know this? Where have you seen them on their devices? List all the places below.

Where do your target clients buy their coffee? Eat lunch?

What local or global events are your target clients likely to attend? (For example, a local women’s rights march, Friday Night Art Walks, or Comic Con.) List every festival, networking event, collaboration/pop-up, show, or party you think you’d be likely to run into one of your target clients at.

Which social platforms are your target clients on every single day?

What are some “parallel” products or services your ideal clients are likely to buy? (For example, influencers who buy photos are also likely to support businesses that donate to good causes, or have a sustainable angle, because it gives them something to talk about.) How do you know your ideal clients consume these things? Where have you seen them using/purchasing/discussing them?

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Making Quality Connections with Real People Part 2: How to Speak to Their Inner-Most Thoughts and Dreams

Why do your specific target clients even want to be on social media? Or do they? What's in it for them, as individuals?

Why aren't these clients there already? Or are they? If they are, what would attract them personally to a service like yours?

Does not being on social—or doing an imperfect job of it—stress them out? If so, what precisely incites that stress for them? Why does it “matter”?

If money was no obstacle for your target client, what would be the perfect product, service, or person to alleviate their stress? Why?

Paint a picture of what your ideal client's business, life, status, self-esteem, or other future part will look like AFTER they've started working with YOU.

Are there any special skills or pieces of equipment that you'll need to acquire in order to make the perfect product or service to help the target client you've described on these three pages?