



LIST BUILDING RESOURCE LIBRARY

Defining Your Ideal Community

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Raise your hand if you get tripped up defining your Ideal Community with full confidence. Well, my friend, you're not alone. I hear it all the time from entrepreneurs, "I feel stuck because I'm just not certain who I'm serving!"

I'm here to tell you that this is about to become a thing of the past, and after you're done with this step-by-step guide, you'll be feeling hyper clear about the audience you're speaking to.

Selecting your Ideal Community (or Ideal Customer Avatar) is an essential part of building a successful business. By knowing exactly who you're serving, you'll know how to speak to them and how to provide them with valuable content and offers that they won't be able to refuse.

Once you nail this down, moving forward becomes a whole lot easier.

Don't be general when defining your audience. You don't want to try to attract everyone – when you're trying to attract everyone, you attract no one.

By focusing your efforts on a single person that best represents a community of people, you are actually helping yourself to be laser focused on what your IC wants and needs.

What is an Ideal Community?



Before we dive in, I want to define an Ideal Community and Ideal Customer Avatar. Your Ideal Customer Avatar (ICA) represents your one single perfect customer -- who you're talking to, who you're creating all this content for, and who you are selling to. This person best represents the common needs, desires, fears and challenges of your audience, but they are not meant to represent the diversity of demographics and life experiences inside your community.

Your Ideal Community (IC) is the group of people that make up the community you are committed to teach and to serve. By defining a community, you are giving yourself more room to envision people of different races, religions, ages, sexual orientations, as well as including those with disabilities.

The exercise in this worksheet will help you to really nail down who that perfect customer and community is.

Your goal with defining your Ideal Community is the same as defining an Avatar, you want to be specific and detailed. Most people want to skip this exercise because it takes some work and some real reflection, but please resist that urge. Understanding exactly who your IC/ICA is is HUGELY important to the success of your business.

Exercise: Define Your Ideal Community



Spend some time writing out details about who you think you are serving (or who you want to serve) by answering the following questions:

How does your ICA/IC identify? Female, male, non-binary or do you serve an inclusive audience of all of the above?

What is the age range of your ICA/IC?

What do their families look like? For example, do they have children? Spouses, partners, neither? How about pets? Do they have extended family or chosen family that are part of their core families? If so, what does that look like?

What do they do to earn a living?

What are their favorite books or blogs to read? Podcasts?

Where do they spend time online? (Instagram, FB, Twitter, Email, Pinterest?)

What specific, or type of, Facebook group might they be part of?

What person, people, or community do they love to follow online and why? Who or what inspires them?

What do they like to do in their free time?

Are they happy with where they are in life? Either way, why?

And this is a big one...what is their biggest pain point or frustration in life? What keeps them up at night?

The goal of this exercise is for you to be VERY clear on who it is that you're serving and what you can do for them. I want you to have this person or community in your mind's eye, and on your heart, when you're creating content.

For more information on defining your Ideal Customer Avatar, check our podcast episode: amyporterfield.com/235.

Now that you know some intimate details about your audience, I want you to get out there and talk to them!

Aim to schedule two to three 15 to 20-minute validation calls with people you think might be in your Ideal Community. You can do this through email or on the phone, ideally in person or on a video call.

Ask questions to help you understand your community wants, needs, and pain points. To figure out who to meet with, think about the people you want to work with.

When you meet with them, listen more than you talk, and take a lot of notes! Keep in mind that the specific words they use are a goldmine for your future copy, emails, sales pages, and webinars.

Take a moment to give yourself a pat on the back! By now, you've defined your Ideal Community. What an accomplishment, and a great way to build momentum to keep moving forward towards a successful online business.