



Target Audiences Worksheet

When narrowing down your brand's target audience, you must use your imagination to get into the mind of the person buying your product or service. You must imagine who your target customer is, what this person cares about, and base your marketing and content on the needs and desires you discover. It is recommended that you complete this worksheet for each of your major products and services (if they are targeted to different audiences).

SECTION 1: General Demographics

Gender: Is the person male or female?

Age: How old is this person?

Location: Where does this person live?

Marital Status: Is this person single? Married? Dating?

Does this person have a family?

Occupation: What kind of job do they have?

How much money does this person make annually?

Education: How far did this person go in school?



SECTION 2: Technology/Online Buying (Behavior)

Where does this person hang out online/on social media channels?

What device(s) do they use to surf the web/social media channels?

How does this person generally find their news and information?

How much time do they spend online?

What are their online buying habits?

What content would they enjoy/prefer to see online?

SECTION 3: Motivations, Voice, and Values

In general, what does this person care about?

What are their interests? What does this person do in their free time?

What sorts of things would this person find interesting?

What does this person NOT care/talk about?

How does this person speak? (Casually? Professionally?)



Does this person use slang?

Who does this person admire/listen to?

***Bonus: Decide on the following information to represent your target audience.**

Quote: What is a mantra or quote that this person might live by?

Persona/Name of Target: What might you name this person?

Photo/Image: What do they look like?

Finally, take a moment to go back over your writing and circle the important connections with your target audience.

What do you have in common with your audience?

What topics might your audience be interested in (other than your brand, products, and services)?

What would your audience probably like to see more of on social media?

What are your audiences really looking for from you?

