



DEFINE YOUR *TARGET AUDIENCE* WORKSHEET

It's essential to know your target audience. Understanding your ideal client profile will be the basis of all of your marketing efforts. You don't want to waste any effort on creating your product if there's no demand, or money on marketing to the wrong audience. It's this profile that will hold the key to ensuring every single thing you write or produce will have them coming back and wanting more.

1. Choose Specific Demographics to Target

Get specific. Figure out who has a need for your product or service, as well as who is most likely to buy it. Consider the following factors:

Age: _____

Location: _____

Gender: _____

Income Level: _____

Education Level: _____

Marital Status: _____

Occupation: _____

Ethnic Background: _____

Has Kids/Grandkids: _____

Tech savvy/Skills: _____

Has Pets: _____

2. Consider the Psychographics of Your Target

Psychographics are more personal characteristics of a person such as:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior
- Hope, Dreams and Fears

Make a list of your target audience's psychographics:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

You can collect demographics and psychographics data from performing research on sites such as:

- <https://www.google.com/trends/>
- <http://www.pof.com/demographicInterests.aspx>

3. Evaluate Your Decision

Once you've decided on a target market, consider these questions about your product:

- Are there enough people that want/need my product?
- Who will buy it?
- Will my target audience truly benefit from my product or service?
- What products or services are you competing with?
- How can your product be more compelling?
- How much is my competition charging?
- How much should you charge? Are they willing to pay that amount?
- Is your target reachable to market to?
- Where is the best place to market to reach your audience?

By gathering detailed information on the habits and wants of your target market, you can create an ideal 'client profile' that you can use as a model for your marketing efforts. Give it a name along with a gender, this will make you feel connected and the profile real.