

# Target Audience Worksheet

## My ideal audience is....

Male / Female / Both

Aged between: \_\_\_\_ and \_\_\_\_

Most of the live in:

Their household setup is likely to be:

The job they're most likely to have is \_\_\_\_\_

and earn around \$\_\_\_\_\_ per year

Their interests and key identifiers include:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Their behaviours online include:

- 1.
- 2.
- 3.
- 4.
- 5.

A problem they currently have that you can help solve is:

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Common objections they have to purchasing a product like yours are:

- 1.
- 2.
- 3.
- 4.



Name this persona type...