

UNDERSTANDING YOUR TARGET AUDIENCE

Not all of these questions may relate to your business but try to answer as many as possible.

DEMOGRAPHICS

What is their age range?

Where are they located?

What is the male/female ratio?

What is their education level? E.g., Are they in college or high school? Are they a grad student or do they have a professional degree? What did they study? What school/s did they attend?

What is their relationship status and household composition? E.g., Are they married or single? Do they live in a family-based home or with housemates? Are they parents with teenagers or toddlers?

What type of work do they do? E.g., what industry are they in, who do they work for or what is their job title?

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PERSONAL

What are their goals and aspirations in life?

What do they value?

What challenges are they facing?

Why do they want your product or service? What problem will it solve?

What are some concerns that may prevent them from buying your product or service?

INTERESTS

What are their interests and hobbies?

What are their favorite TV shows, movies, blogs, celebrities, etc?

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BEHAVIORS

Do they have any particular behaviors? E.g., they are frequent travelers, they commute daily, they attend conferences twice a year.

What are their digital behaviors? E.g., they have a Facebook business account (this is helpful to know when targeting business owners), they upload a lot of photos, they create a lot of events online, they are slow to adopt new technology.