

TARGET AUDIENCE WORKSHEET

Who is your ideal customer? _____

Picture your favorite customer or someone you'd love to work with. Now, pretend you're sitting in a room with them and answer the questions on this page as if this person is asking you them directly.

What's my name? _____ How old am I? _____

Am I married or single? _____ Do I have kids? _____

Am I male or female? _____

Where do I live? _____

What do I do for a living? _____

What's my annual salary? _____

What are my hobbies, things I love to do? _____

What topics am I most interested in learning more about? _____

How am I feeling right now?

What do I most want to do, but can't?

Where am I getting stuck?

Share your story

Now it's time to give your ideal customer an intimate look at YOU, your world view, and why you do what you do. Time to take a stand and own your "one thing"!

Picture your favorite client again and answer the questions below. You'll use the answers to create a story that lets people know that you *get* them and communicates how you can help.

Why are you the perfect person (business) to help?

What is your blend of talents and experience?

What have you overcome yourself, and how did you overcome it?

How will I feel when I overcome this challenge?

What do you want most for me?

What will change for me after YOU? What will I be able to do/have?

What are others sharing on social media? _____

Time for a little eye-spy on your competitors! Use this page to list other brands in your niche, including potential partners and non-competing brands who serve your same audience.

If you get stuck here, remember that you can use Google search to type in keywords related to your industry, products or services. Social media sites and tools like BuzzSumo will also help you find other brands and influencers in your space.

It's important to note what you love about what they're doing on social media, as well as what doesn't seem to be working as well. For instance, are they active on Pinterest? Chances are you want to be active there too. Research like this will help you develop a strong social media strategy.

Brand

Social platforms

What I like/dislike

Who are your existing customers? _____

Research your existing customers, followers and audience and write down the demographic info below.

Google Analytics	Age	<input type="text"/>	Gender	<input type="text"/>	NA	<input type="text"/>
Facebook insights	Age	<input type="text"/>	Gender	<input type="text"/>	NA	<input type="text"/>
Facebook Groups	Age	<input type="text"/>	Gender	<input type="text"/>	NA	<input type="text"/>
Other: _____	Age	<input type="text"/>	Gender	<input type="text"/>	NA	<input type="text"/>

What social media accounts does your audience follow? If you're unsure, it's okay to guess the top influencers, bloggers and celebrities they might follow.

How do they use social media (business, catch up with friends, post photos, look for jobs, and so on)?

Where does your audience hang out on social media?

Facebook Twitter Pinterest Instagram LinkedIn Google+