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.

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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-competiting 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. Socia media sites and tools like BuzzSumo will also help you find other brands and influencers in your space.

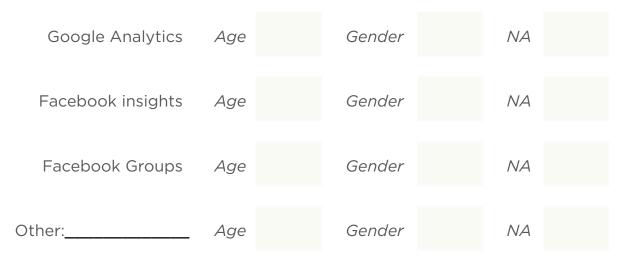
It's important to note what you love about what they're doing on social media, as well as what doesn't seem to be working as well. For instance, are they active on Pinterest? Chances are you want to be active there too. Research like this will help you develop a strong social media strategy.

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.



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+