

# Target Audience

## Worksheet

Use the following questions to get a clear picture of your target audience. This worksheet contains both demographic and psychographic questions so that you build up a real, in-depth insight into who your ideal customer/avatar is and what they really want...so you can give it to them!

Start with the basics:

THE BASICS	
Age	
Gender	
Marital Status	
Residence	
Income	
Occupation	
Beliefs	
Lifestyle	

Then move on to the deeper stuff:

**What do they want/aspire to?**

**What are their deepest fears/worries? What keeps them awake at night?**

**What do they love?**

**What do they hate?**

**What do they fear the most? What are their points of pain?**

**How do they relax? What makes them laugh?**

**Do they have their own site(s) or blog? Give examples:**

**What objections could they have to buying your product(s), services etc?**

**What is their biggest problem? What solutions are they still seeking?**

**How can your product(s) or services solve this problem(s)?**

**What is their worst case scenario when using your product(s)/service(s)?  
What do they fear/dread happening as a result?**

**What is their biggest dream?**



**How can your product(s) or services help them achieve this dream?**