

AUDIENCE IDENTIFICATION WORKSHEET

ESSENTIAL QUESTIONS TO ASK

Start by asking a broad, general question: "What do I know about my audience. Who are they?"

Usually, the first response to this question will provide the most obvious insights. After writing them down, scan the list below. Make sure to ask at least a few questions from the list.

Find out what makes your ideal customers tick. We compiled a list of questions with the most relevant questions for you.

Demographics

- How old are they?
- Are they female or male?
- Are they married?
- Do they have children? How many? How old are they?
- In what kind of house are they living (big houses, apartments)?
- Are they homeowners or renters?
- Are they living in a big city, a small town, a suburb or countryside?
- What level of education did they complete?

Activities and daily routines / Pain Points

- How does their typical day look like?
- What time do they start work and finish their work?
- What tasks are they doing for their job?
- What is their dream job/life?
- What happens during their day outside job?
- What regular daily activities do they find stressful?
- What makes them nervous or angry?
- What're the most frustrating parts of the day?

Interest and hobbies

- Are they spending most of the time at home or at work?
- Where would they prefer to be?
- What do they do for fun?
- How do they spend the evening/ nights/weekends? Where do they hang out?
- Where do they socialize (at work at the coffee shop, playground)?
- What type of vehicles do they own (motorcycle, family cars, sports cars) and why?

Opinions, beliefs, values, attitude

- How do they measure success?
- What do they value most?
- What do they care about?
- What is the most important skill or quality to have?

Challenges

- What skills do they need for their jobs? Which tools and knowledge do they use in their jobs?
- What are their biggest problems and how are these problems affecting their daily life?

Goals

- What's their primary goal?
- What's their secondary goal?
- How can you help them to be successful in their roles? How can you help them to achieve their goals?

Media Preferences

- How do they consume information?
- How do they learn? Where do they learn these skills? (go online, learn from blogs, videos, take classes, online courses, ask questions?)
- What publications/blogs do they read?
- Do they read reviews, ask their friends and family, post their questions into a Facebook group?

Shopping preferences

- Do they search online before making a buying decision?
- How did they purchase the last similar product?
- How do they prefer to interact with a company? (by email, phone, ads, Facebook, etc)
- What type of luxurious items do they indulge?

Objections

- What hesitations and objections do they have?
- What are their biggest complaints about the similar products and services they use?