

FINDING YOUR TARGET AUDIENCE

On this sheet you are defining who would be most likely to purchase your product or service.

WHERE DO THEY LIVE?
WHAT IS THEIR AGE GROUP?
WHAT IS THEIR INCOME LEVEL?
ARE THEY MARRIED, SINGLE, ENGAGED?
DO THEY HAVE CHILDREN?
WHAT GENDER ARE THEY?
ARE THEY HOMEOWNERS OR RENTERS?
WHERE DO THEY WORK? WHAT'S THEIR PROFESSION?
WHAT KINDS OF PROFESSIONAL ORGANIZATIONS MIGHT THEY BELONG TO?

WHERE DO THEY HANG OUT?

WHAT KINDS OF ISSUES MIGHT THEY BE FACING?

WHAT ARE THEIR HOBBIES?

WHAT HOBBIE/INTEREST RELATED GROUPS DO THEY BELONG TO?

WHAT PROFESSIONAL FIGURES/ CELBRITIES ARE RELATED TO THEIR PROFESSION OR HOBBY?

OTHER NOTES