

Audience Worksheet

Understanding that your business caters to a specific client type is key to your success. Contrary to popular belief, your clients are not “everyone” and the sooner you are able to identify specific buying behaviours based on personas the sooner you can start to build your marketing efforts towards these customers.

Instructions:

The questions and statements below will help you to think about who you want to aim your products or services towards. If you feel stuck and unable to answer move to the next section and come back to any areas missed. Remember to answer with your business products or services in mind. Think of someone you know already who either is a client or would be an ideal client and try to model the answers around that individual.

Who is your ideal Customer?

What is your Niche?

Who do you want to play with - summarize

Demographics

Family background – Kids or not, if so how old? Married or not, if not – divorced, widowed or never married

Gender – Male, Female or both

Age – Babies, Toddlers, Child, Youth 18-25
25-35 35-45 45-55 Retired

Religion and / or Political outlook – think about work ethic, open mindedness, restrictions (based on religion), dress code, liberal thinkers etc.

Employment – Employed, Self Employed, Retired, Unemployed. If Employed or Self Employed, are they satisfied, looking to grow or unhappy?

Income – what income bracket are they in?

Psychographics

Where do they buy – Big Ticket Items (list stores)

Where do they vacation (beach, camping, Cruise, etc)

What do they complain about?

Language used to express challenges?

What behaviours do they display (in relation to your product or service)

Where do they hang out/ What do they do
in their spare time?

Benefits/Results

What's in it for them?

What is the transformation (before & After)

What is the big benefit?

What is the secondary benefit?

What is important about the benefits? (ask
you self "so what?")

Now that you have considered the behaviours and demographics of your ideal client, you should have a better idea of who and where to market to. Add this worksheet to your Business Plan if you are building one and come back to update anytime you add new products and services.