Many business owners refuse to closely and clearly defining their target audience for fear they might “lose a sale.” **Studies show this is wrong.** Businesses having a clearly defined, often very narrow, target audience are much more likely to build a stable business that survive tough times because they are perceived as the best or an authority. This doesn’t mean turning away customers who don’t fit the profile, but it means seeking better customers for your products or services. Also, **it costs less to reach a specific target audience than a broad, general one.**

There are various ways to define your target audience, however, this worksheet provides a quick and easy sketch. By identifying specific people, it makes it easier for you to create marketing as if you were speaking directly to them.

**Example #1:**

**Demographics:** 25-40  
**Common Interests:** Design, style, giving gifts, celebrating occasions  
**Professions/Education:** some college/college grad profession varies but professional class  
**Psychological Elements:** kind, thoughtful, social conscious, observes conventions  
**Life Situation:** disposable income, has time to shop, single or newly married  
**Hobbies/Fandoms:** cooking, entertaining, shopping, decorating  
**Places You Would Find Them:** Crate and Barrel, Papyrus, Container Store, Starbucks, weddings, fine restaurants, wineries  
**Where Do They Get Information:** Google, Google News, Twitter, Facebook, office gossip  
**Specific People:** Marnie Smith, Jack Vokosigan

**Example #2**

**Demographics:** 40+  
**Common Interests:** Investing, Achieving financial security, retirement planning  
**Profession(s) or Education:** College graduate, white-collar professional or entrepreneur  
**Psychological Elements:** conservative, believes self to be analytical, minimal risk-taker, conscientious  
**Life Situation:** kids in college/empty nesters, mid-career/mid-life  
**Hobbies/Fandoms:** golf, probably basketball or baseball fan, travel  
**Places You Would Find Them:** business conference, investment seminar, college events/games, fine restaurants, Nordstrom  
**Where Do They Get Information:** CNN Marketplace, Wall Street Journal, Money Magazine, Forbes, Barron’s  
**Specific People:** John Williams, Fred Brown
Carolyn E. Cooper’s
Target Audience Profile Worksheet

**Current Target Audience Profile:**

Demographics (age range, gender, neighborhood where they live or avg. cost of housing, & whatever other demographics fit):

Profession & Education (Where do they work? Where did they go to school & for how long?):


Life Situation (Married, single, divorced? Children? Do they disposable income? Settled? Seeking security or adventure?):

Hobbies or Fandoms (Golf? D&D? Clubbing? Hiking? Shopping? The Beatles?):


Any Other Information You Consider Relevant & Identifying:

List Specific Customers or Clients, Mark the Ideal Customers or Clients: