
Carolyn E. Cooper's

Target Audience Profile Worksheet

Business Name:

Date:

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, Starbuck's, 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

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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?):

Psychological Elements (Conservative? Intuitive? Risk-takers? Spiritual? Impulsive?):

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?):

Places Where You Would Find Them (Nordstrom's? Target? REI? Starbuck's? Church?):

Where Do They Get Their Information? (CNN? Google News? Facebook? Twitter? Office Gossip? Newspaper? Newsweek? Huffington Post?):

Any Other Information You Consider Relevant & Identifying:

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