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DEFINING YOUR TARGET AUDIENCE

Get to know your target audience and get to know them well! How well you know your target audience will serve as the foundation for the success in your marketing efforts. Following are some question you can use in defining your target audience.

How old are they? What is their age range? (i.e. - above 35, youth under 18) _____

What gender are they? Mostly males or females? _____

Where do they live? In town? On a ranch? In an apartment? _____

What is their family structure? (i.e. - # of children, extended family, etc.) _____

What is their income? Low, moderate? What is the range? (i.e. - below \$25,000, \$30,000-\$40,000) _____

What do they do for a living? Do they have an office job or work outside? Seasonal or full-time employment? _____

What is their lifestyle like? _____

How do they like to spend their spare time? _____

How would their friends describe them? (character traits) _____

What motivates them? How do they want to feel? _____

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A Personal Overview

Fill in the blank with a name for your customer (i.e. - Bob, Jenny). This name should reflect the traits you have defined as your target audience. Using the information above, write a brief paragraph about your customer.

My Customer:

