



TARGET AUDIENCE WORKSHEET

You have a message to share. Whether that means promoting a business, an idea, or a cause, **what you have to share is important.**

But sharing your message with the entire world seems impossible. So many people. So many blogs. So much social media activity.

There IS an answer! The answer is targeting.

When it comes to content marketing, the word “targeting” simply means **selecting a group who can benefit from what you have to share** and contacting them in a very organized and thoughtful way.

Your goal is to be **a welcome guest**, not an unwanted pest. This is why we use **helpful and engaging content** to make the initial contact.

When you offer your target audience free content that helps them achieve their goals in life you will not only be accessing your ideal target market ... you will be making new friends as well!

- Charlie Page

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Answer the following questions to begin defining your ideal target market.

Step 1 - What is your content about?

Step 2 - Who might want such content?

Step 3 - What are the common denominators of this group?

Step 4 - What change do people in this group want to see in their lives?

Now continue to the questions below to further define your ideal target audience.

Use the list below as **idea starters** for the groups you want to reach.

The more specific you can be, the easier it will be to reach your target audience.

Check off each item as you make your selections.

Age

Age is one of the first considerations when choosing your target market. You don't need to narrow it down too tightly at first.

This chart will help you get started.

Gen. Name	Births Start	Births End	Youngest Age	Oldest Age
Baby Boomer	1945	1964	52	71
Generation X	1961	1981	35	55
Millennials	1975	1995	21	41
Generation Z	1995	2018	1	21

Gender

The next item is gender. While your content may appeal to both genders, it is best to choose which gender your content will appeal to **primarily**. This will be helpful when contacting advertising providers.

Location

While much content marketing is not location specific, **yours might be**. If it is, check this box and write down the location(s) to which your content or offers are related.

Income bracket

Another optional criteria but one that can be very important depending on what you promote. If you are promoting *luxury items*, for example, you need to make sure you reach an audience who can afford what you offer.

❑ Personal interests

You know a lot about your ideal target audience. **Well done!**

Now take a few minutes and brainstorm what other interests these people might have.

IDEA STARTER: The interests of a 24 year old graphic designer living in Chicago might be much different than a 71 year old attorney in Charlotte. Why is that true?

Ask yourself these questions to help your brainstorming kick into high gear. I know these call for speculation but trust your instincts. Your answers will be closer than you might think.

- ★ What movies or television shows might your audience like?
- ★ Are they brand sensitive when they buy things? If yes, what brands do you imagine they prefer?

- ★ What three websites do you feel they might visit most often?
- ★ What level of education do you feel they may have?
- ★ What would you say their #1 problem is right now?

NOTES
