Target audience and persona worksheet

KNOW YOUR AUDIENCE

Put yourself in the shoes of your target audience. Personalization is super important, so don't forget you can have more than one target audience (ex: your current and your ideal audience).

Key demographics:

- Age: _____
- Gender: _____
- Education: _____

- Occupation: _____
- Industry: _____
- Geographic location: _____

Key psychographics:

- Interests and values: _____

Preferences:

- Platforms:

  blog   email   twitter   facebook   instagram
  pinterest   linkedin   other:

- Communication medium:

  email   phone   text   social media   other:

- Technology use:

  computer   phone   tablet   other:

AUDIT YOUR CONTENT

Let's take a look at your current content. This will help you understand what kind of content best connects with your target audience and if it aligns with what they really want to see. The goal is to create a real, personal connection.

What does your audience need to know to get started?

_____

What content do they want to see?

_____

What do they need to know about you?

_____

Is your content on brand? Why?

_____

How does your content make them feel?

_____

Why should they care about this content?

_____

What is the CTA on your profile? On your posts?

_____

Best engagement content:

1. _____

2. _____

3. _____

4. _____

5. _____

Worst engagement content:

1. _____
2. _____
3. _____
4. _____
5. _____

What are the trends in your top and bottom content?

_____

When (date + time) are you finding the best engagement?

_____

TAKE ACTION

Take some time and create a to-do list of action items from what you've learned. This list is to help you make the changes you need and focus the ideal experience for your ideal audience!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

FLYWHEEL