# 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:**

<table>
<thead>
<tr>
<th>Age</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<table>
<thead>
<tr>
<th>Gender</th>
<th>Industry</th>
</tr>
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<tbody>
<tr>
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</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Geographic location</th>
</tr>
</thead>
<tbody>
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<td></td>
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</tbody>
</table>

**Key psychographics:**

Interests and values

**Preferences:**

**Platforms**

- [ ] blog
- [ ] email
- [ ] twitter
- [ ] facebook
- [ ] instagram
- [ ] pinterest
- [ ] email
- [ ] twitter
- [ ] facebook
- [ ] instagram

**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?

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

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.