

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 _____

Occupation _____

Gender _____

Industry _____

Education _____

Geographic location _____

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. _____

