



GREENFOX
MARKETING SOLUTIONS

TARGET AUDIENCE WORKSHEET

DISCOVER YOUR **TARGET AUDIENCE**

IF YOU KNOW WHO THEY ARE, YOU KNOW WHAT TO DO WITH THEM.

WHO IS YOUR TARGET AUDIENCE?

ESTABLISH YOUR AUDIENCE

Most people are scared to target a specific audience. The reason people are scared makes sense; it takes away potential customers. However, the better you are at defining an audience, the better you will be at every stage of your business. Why? Clarity allows you to make quick and wise decisions. There's a quote that says, "If you know who you are, then you know what to do." The same goes for knowing and establishing your audience. If you know who they are, you know what to do with them. You simply can't be all things to all people. Identify who you want to be because intentionality is required with your brand.

PERSONIFYING YOUR AUDIENCE

One of the first categories that should be established in forming a brand is personas. Luckily, this topic can be rather fun. Personas are created in light of who the person you are trying to reach is. This includes age, job, demographics, income, interests, etc. Defining a persona is also determining those people's lifestyles and purchasing habits. Practically, this is achieved by looking at who has been doing business with you for years. If you don't know who your personas are, you won't know who your target audience is, and it will cost you more to reach the masses versus those who would actually purchase your products or services.

So, it's time to think about your customers. Give them a story and a full identity with this worksheet as your guide.

TARGET AUDIENCE WORKSHEET EXAMPLE

ENTERPRISING ETHAN



GOALS

Goals

Ethan wants to:

- Financial freedom
- Overcoming personal challenges
- Blazing trails followed by notable recognition

BACKGROUND

Enterprising Ethan is smart and creative. He maintains control over all his endeavors of which there are many. He identifies himself as accomplished however he's always looking for the next big thing.

CHALLENGES

Challenges

Ethan is challenged with:

- Work/life balance
- Health and fitness
- Admitting defeat

DEMOGRAPHICS

Ages: 30-60

Gender: Male

Marital Status: Married

Occupation: Ambitious Entrepreneur

Household income: \$200,000+

Location: Lives in a family friendly neighborhood, convenient to trendy areas for shopping and dining out

HOW TO REACH ETHAN


Stay focused on quality and prestige with top brands and case studies. Consider the industry handicap with this persona, their behavior can be unpredictable and they can be difficult as well as time-consuming to manage. Find similar personality patterns. They are smart, they are creative, they are solution-oriented and typically want to maintain control. Let them feel like they are a part of the creative process and always look for new and interesting ways to present their brand. They like to stay ahead of the game, always.

IDENTIFIERS

- Married with children
- Bougie appearance (clothes, accessories, food and drink, etc)
- Well spoken, yet casual extrovert
- Dominant personality

TARGET AUDIENCE WORKSHEET

GOALS



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-
-

BACKGROUND

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HOW TO REACH

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