

# DEFINING YOUR TARGET AUDIENCE

## PERSON X - THE IDEAL TARGET AUDIENCE MEMBER

Job title / Occupation:

Economic standing eg. Low / Middle / Upper:

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Demographic information

Marital status:

Male

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Female

Location:

Not relevant

City setting

Age \_\_\_\_\_

Rural setting

Education level:

Not relevant

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Hobbies / interests:

Clubs they might belong to:

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# DEFINING YOUR TARGET AUDIENCE

What personal values do they possess?

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What are they afraid of?

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What are their goals?

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What challenges might they face?

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Where do they go for more information about what they're interested in?  
(eg. tv, internet, magazines etc)

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Which social media channels do they use?

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Summarise person X's persona:

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What hashtags might they use?

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Who are their key influencers, heroes  
and opinion leaders?

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