



# WORLD INNOVATORS, INC.

## Industrial Auction - Target Audience Worksheet

Tell us who you are trying to reach -

Are they in a specific geographical area?


What is their job function?


What industry are they in?


What problem / issue are they trying to solve?


What task do they need / want to accomplish?


What magazines do they read?


What tradeshows do they attend?


Do they attend a lot of internal meetings?


Do they read print or digital?


Do they gravitate to text messages vs. html messages?


Do they read most messages on a desktop or mobile device?


Will they purchase used equipment in a auction setting?


How large are their companies?  
# of employees / revenue amount


What are their outside interests?


What Social Media Platforms are they on?


List anything else you can think of.  
We like to get as granular as possible.


What hours do they work?
