

Target Audience Worksheet

GEOGRAPHIC LOCATION:

JOB FUNCTION:

INDUSTRY:

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?

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READING MATERIAL PREFERENCE:

MESSAGE TYPE PREFERENCE:

DEVICE USAGE:

WILL THEY PURCHASE USED EQUIPMENT IN AN AUCTION?

HOW LARGE ARE THEIR COMPANIES?

WHAT IS THEIR ANNUAL REVENUE?

OUTSIDE INTERESTS?

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SOCIAL PLATFORM USAGE:

WHAT HOURS DO THEY WORK:



Now.. Review

SEND TO:

DPETERSON@WORLDINNOVATORS.COM

FOR A TARGETED RECOMMENDATION