

# TARGET AUDIENCE WORKSHEET

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**Answer the following questions so you can create a clear picture of your ideal client.**

What Problem or Issue are they trying to solve?

What is their job title?

What is their job function?

What industry do they work in?

What is the size of their company?

What is their company sales revenue?

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Do they need specific equipment to do their job?

Do they need specific training to do their job?

Do they have purchasing influence? What do they purchase?

What challenges do they face while trying to solve their problem?

What are their major priorities?

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Does geographical region matter? Where are they located?

Do they prefer text or html content?

Do they read messages on desktop or a mobile device?

What magazines do they read?

What tradeshow do they attend?

What associations do they belong to?

# Now.. Review

After you've completed the questions, you can better define your Target Audience.

My Target Audience is:



World Innovators

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