

TARGET AUDIENCE RESEARCH

Project Name: _____

Date: _____

01. DEMOGRAPHICS

Age range, location, gender, income level, education, occupation...

02. PSYCHOGRAPHICS

Values, interests, lifestyle, personality traits, opinions...

03. CHALLENGES & PAIN POINTS

What keeps them up at night? What frustrations do they face?

04. GOALS & ASPIRATIONS

What are they trying to achieve? What does success look like?

05. BUYING BEHAVIOR

Where do they shop? Research habits? Influencers they follow?

06. PREFERRED CHANNELS

Social platforms, email, podcasts, or physical media?

07. THE AUDIENCE NARRATIVE

Summarize the ideal customer in 2-3 sentences...