Target Audience

Representative Image Here.

**YOUR MISSION STATEMENT:**

*We want [this audience - who?] to [do what?] in order to [benefit how?]2.*

**COMMUNICATION:** *How do they access information?*

Primary information sources (e.g. newspaper, TV, email subscriptions):

Trusted Sources (i.e. who do they already trust for information):

Primary influencers:

**THE SUBJECT:** *Why will they care?*

Their current knowledge of the subject:

Their current thoughts and attitude toward the subject:

Their main question/concern about it:

How your content addresses this concern/question:

What you want them to know, think, feel and do with/about your content:

What barriers exist that might prevent them from using your information the way you want:

**PSYCHOGRAPHICS\*:**

Hobbies/Primary leisure activities:

Personality Traits:

Values:

Lifestyle:

Motivators/Sources of inspiration:

Most pressing concern/problem:

Attitudes/Opinions (both general and in relation to your topic):

Preferences (in relation to your topic):

Behaviour patterns (in relation to your topic):

\*Psychographics can provide the entry into addressing your topic with them or can provide relation-points for making your content accessible. E.g. if they love a sport, you can explain complex information using sport examples.

**DEMOGRAPHICS:** *Who are they?*

Age Range:

Gender:

Geographic location:

Ethnicity:

Religion:

Income Range (if relevant):

Living situation (if relevant):

Family Situation (e.g. married):

Educational Level:

Likely Reading Level:

Occupation/Retirement: