



Get Noticed, Crush the Competition, Attract Profits

Target Audience Worksheet

One of the most important factors in marketing is Targeting **“The Right”** People and Attracting them over to your value and your offers.

Not taking the time and effort to do this can cost you 1000’s of wasted Euros and time.

Implemented, Tracked and Adjusted can make you Millions.

This checklist has been put together based on a compilation of what we have been using for years to attract the best **“Buying”** Audience to our offers.

Take the time to go through the exercise and once it’s done you can quickly reference back to it any time you need to create content or implement advertising in your business just to make sure you have the **“Right Message”** targeting **“The Right Audience”**.

1) Describe your perfect buying audience (young, old, family, single, male, female, kids)

2) What are their hobbies, likes interests

3) What magazines, books do they read? TV shows do they watch?

4) What kind of car do they drive? Where do they travel? .. how often?

5) What is their job, career, education?

6) What are their pains, struggles, keeps them up at night?

7) What are their desires and dreams?

8) What do they hate?

9) What do they already like to buy?

10) What problem do they have that you can solve?

11) What are they already researching for on Google?

12) Where do they already hangout? Online + Offline?

**** Your Goal is to Really Understand Your Audience. This exercise will help you to develop a great understanding of them so you can really “Help” them in Your Message so They “Take Action”.**