

Your Target Audience

What are the products or services you will be marketing to your **Target Audience**?

If you have more than one unrelated products or services, complete two separate worksheets.

Identify your **Target Audience** based on the following demographics.

This doesn't mean you won't sell to them unless they fit into this, it just means you're not targeting them.

1. Age: _____

Should span no more than a span of 15 years

2. Gender: _____

Male, Female... or both

3. Marital Status: _____

Married, single, divorced, widowed

4. Number and Age of Children: _____

Total number of children, and what age

5. Geographic Location: _____

City? Region? Online?

6. Occupation: _____

Job title

7. Annual Income: _____

Select a range

8. Level of Education: _____

No college, some college, graduated college

9. Where do they "hang out" online: _____

Facebook, Twitter, Instagram, LinkedIn

10. What other demographics or psychographics can you identify?

Race, self-employed, religion, overweight, own home or rent, sick, broke, disabilities, unhappy...

Remember, the more you know about your Target Audience, the easier it will be to market to them with your videos. Keep brainstorming!