



# **Audience Intelligence Worksheet**

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# Audience Research

The better you know your audience, the better you'll connect with them and the more sales you'll make.

1. My audience's **age** is typically...

2. My audience's **gender** is typically...

3. My audience is typically from these **countries**...

4. My audience's **relationship status** (e.g. single, engaged, married, divorced, etc) is typically...

5. My audience's **education level** (e.g. high school, college, grad school, etc) is typically...

6. My audience typically works in the following **jobs**...

7. A typical **day in their life** – from when they wake up in the morning to when they go to sleep at night – is...

8. My audience often **struggles** with...

9. The topics my audience **responds best to** (e.g. social media engagement, number of course sales/reviews, etc) are...

10. My audience's **one ultimate goal** in this niche is...

11. By achieving their goal, they will be **able to**...

# Additional Notes