

# Find your audience

Fill out each of the questions below. The answers will help you to create your Client Avatar.

What are the characteristics of your target audience? Consider areas such as age group, gender, and marital status.

Where do they live?

What industry do they work in?

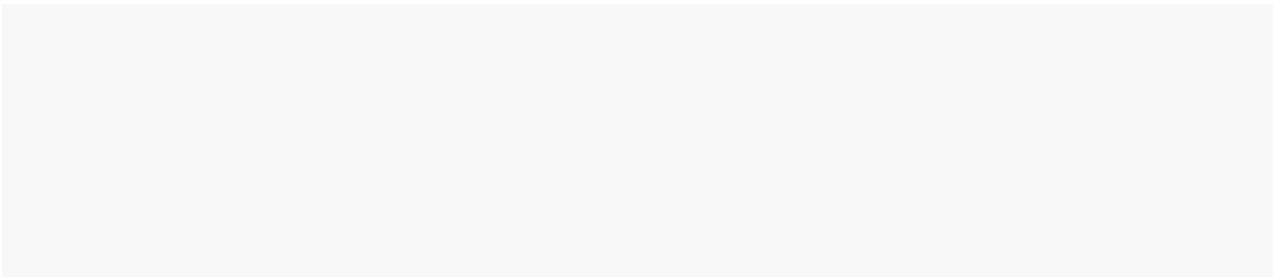
How much do they earn? This will help you determine the price range of your product down the line

What are their hobbies? Include both their hobbies and how they spend their free time.

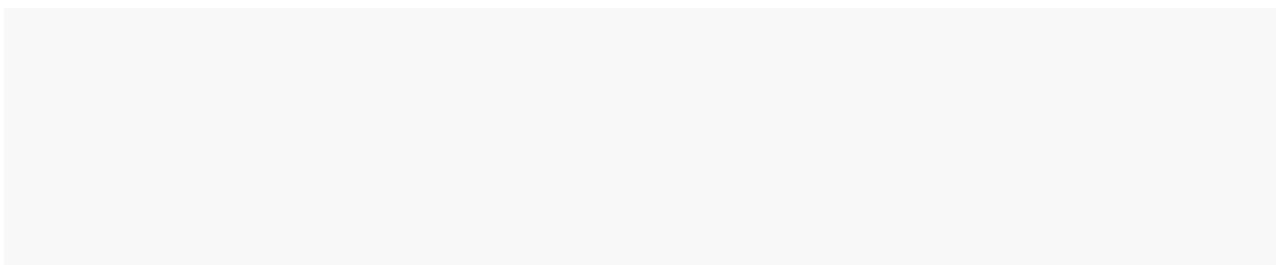
How do they get their information? (social media, online articles, Google, newspapers, magazines, word of mouth etc)

How do they communicate?

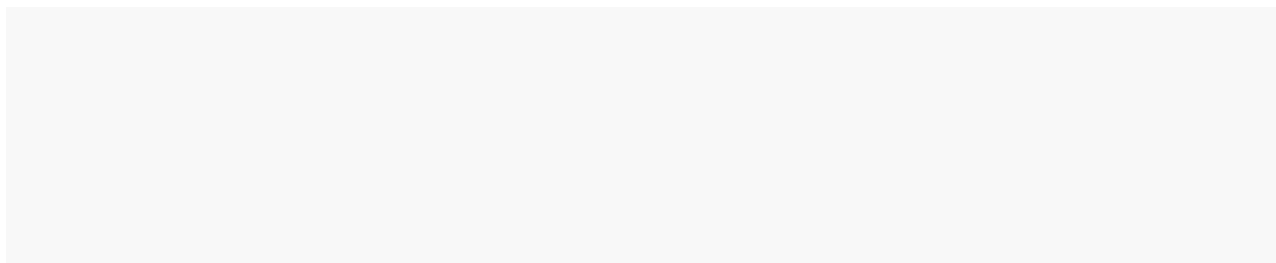
How do they think? Consider personality type, attitude, values, lifestyle, and behaviour.



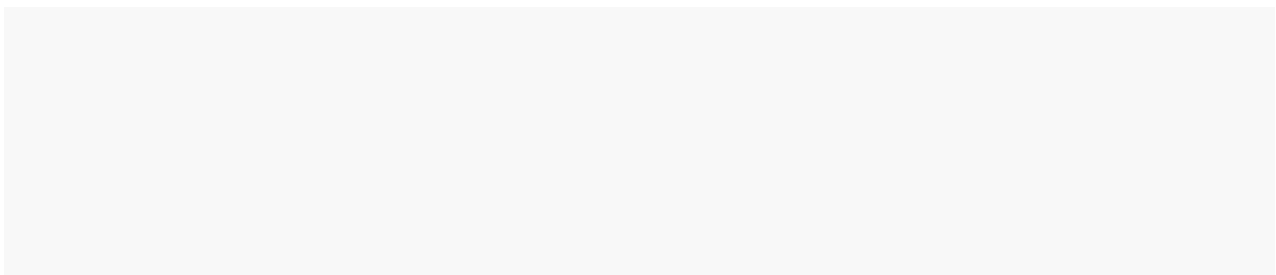
Who is important to them?



How can you best reach your target market? This factors into how your target market profile likes to communicate.



What challenges do they face? How can you support them?



How does your idea, service, or product help your target audience?

# Client Avatar

Use the answers from the previous questionnaire to create your Client Avatar.

## DEMOGRAPHICS

Age:

Sex:

Location:

Education level:

Occupation:

Annual income:

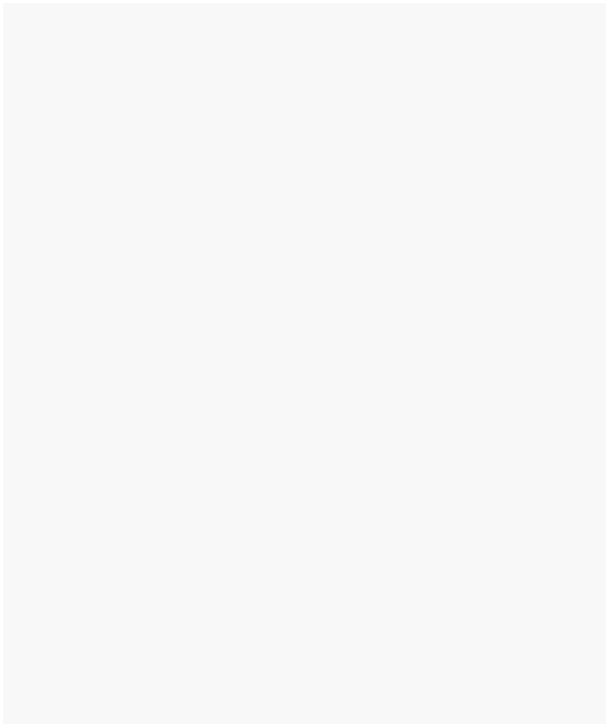
Marital status:

Location:

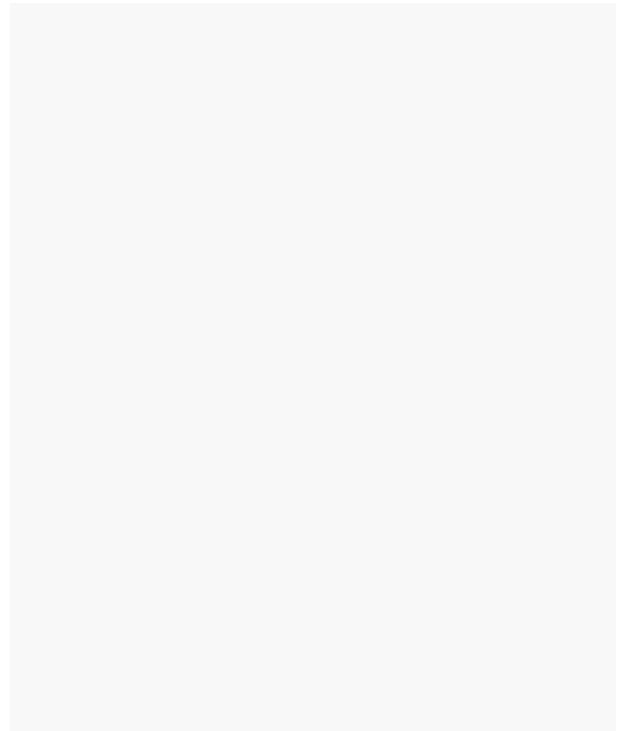
Number of kids:

Other:

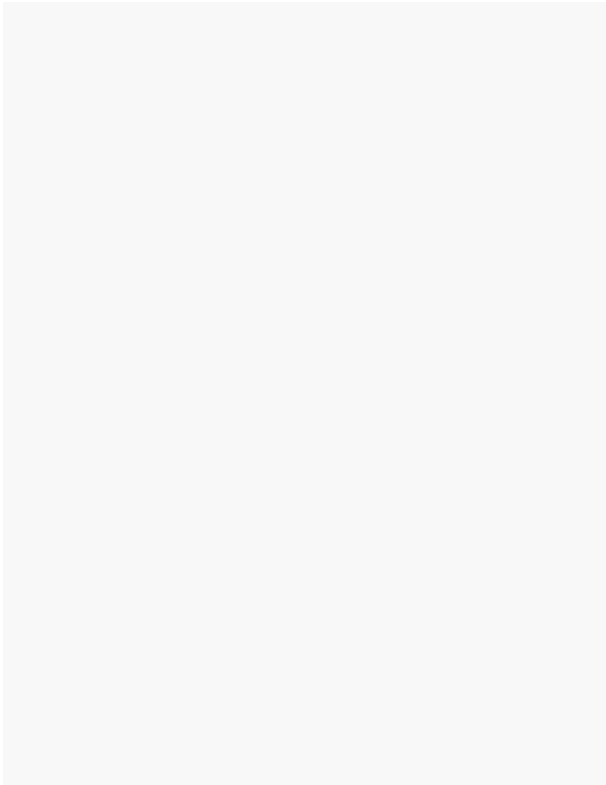
GOALS & VALUES



CHALLENGES & PAIN POINTS



SOURCES OF INFORMATION



OBJECTIONS

