

Target Audience Discovery Questionnaire



Not sure who your audience really is or do you think everyone is your customer? Your brand isn't for everyone and that is a GOOD thing! Once you hone in on who your REAL Audience is, you can be more focused, stop wasting money and grow your following!

STEP 01

Get to the Basics

1. Who do you believe is your primary customer (age, gender, location, income level)?
2. What life stage are they in? (student, parent, retiree, business owner, etc.)
3. Where does your audience spend most of their time online? (Instagram, TikTok, LinkedIn, YouTube, podcasts, blogs, etc.)
4. Where do they spend most of their time offline? (coffee shops, gyms, events, conferences, local markets, etc.)

STEP 02

Lets Identify Their Problems (we all have them- we are human!

1. What problem does your product/service solve for them?
2. How are they currently solving that problem without you?
3. What frustrates them most about those other solutions?
4. What do they value most when looking for a solution? (price, quality, speed, expertise, trust, exclusivity, etc.)

STEP 03

What makes them Tick?

1. What problem does your product/service solve for them?
2. What is their biggest motivation or dream related to your product/service?
3. What are their biggest fears or hesitations about buying from you?
4. Which of these words best describe them? (choose 3)
 - ☐ Adventurous
 - ☐ Practical
 - ☐ Luxury-driven
 - ☐ Budget-conscious
 - ☐ Community-focused
 - ☐ Trendy / Image-conscious
 - ☐ Family-first
 - ☐ Independent



STEP 04

Do they fit YOUR Brand?

1. Why should this person choose you over your competitors?
2. If your brand were a person, how would it talk to them? (funny, serious, supportive, inspirational, bold, caring)
3. What kind of relationship do you want with your audience? (friend, guide, expert, community leader, innovator, etc.)

STEP 05

What's your Message?

1. If your audience could describe your brand in 3 words, what would you want them to be?
2. Where do you see opportunities to better connect with them?
3. What's one thing you can do this week to listen more closely to your audience?