

Your
Audience



Understanding

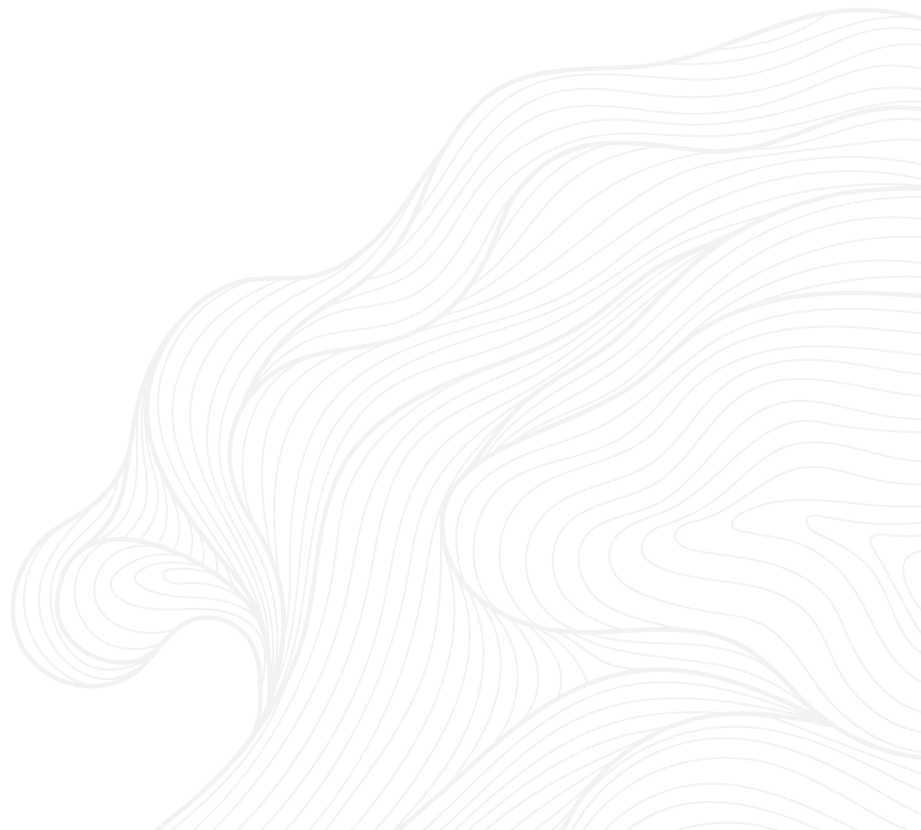
Who

Knowing your audience is an essential step
in deeper connecting with the them.

This worksheet here is to help you with brainstorming and researching.

And once again...

Don't forget to doodle around.

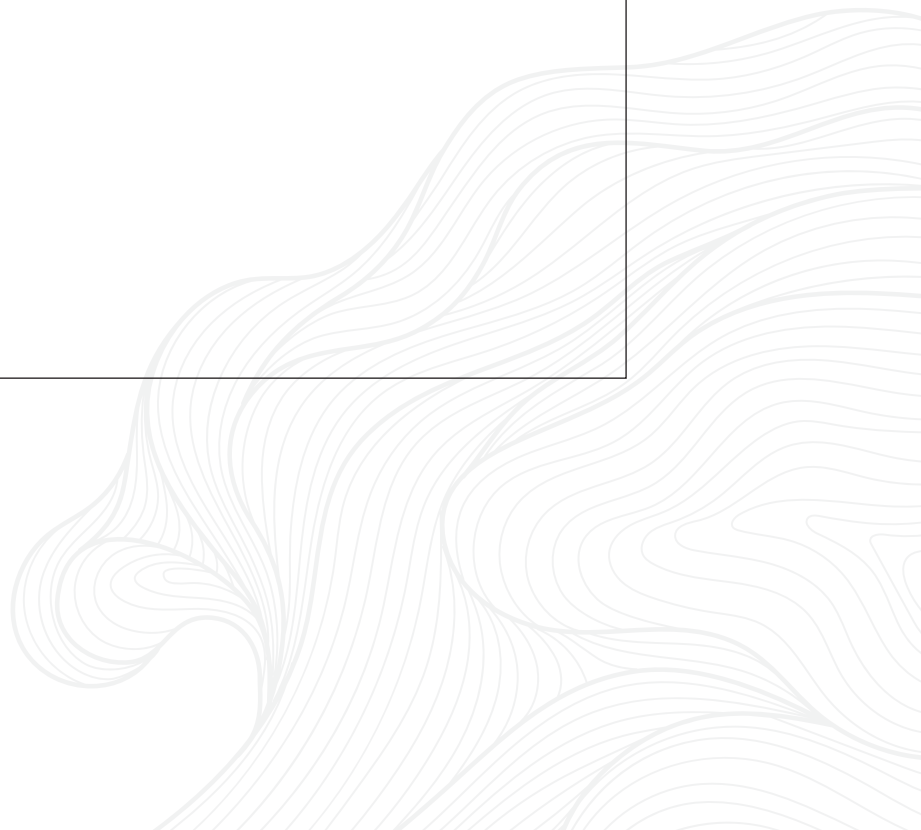


/ Right away... /

Start to doodle what ever you have
already in your mind about this subject...

/ Image /

Photo of an example of your audience.



/ Basic Info /

Gender: _____

Location: _____

Age: _____

Income: _____

Education: _____

Occupation: _____

Personality: _____

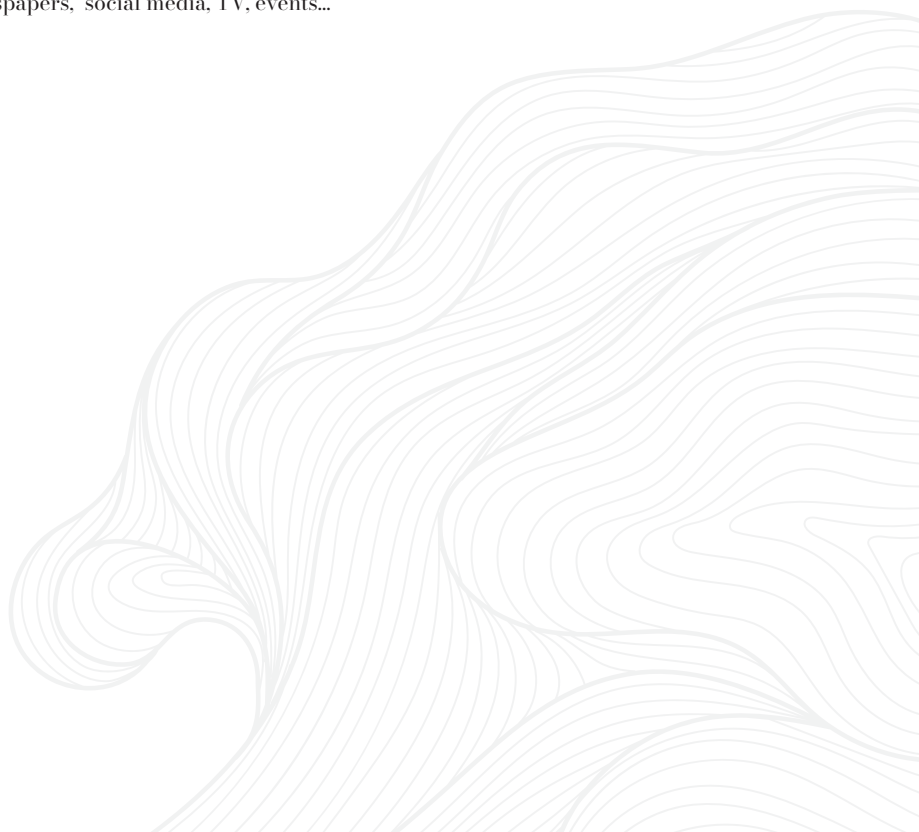
Introvert/Extrovert, Analytical/Creative, Loyal/Fickle, Passive/Active, Spontaneous/Deliberate

What are the brands they are in love with?

What do they do in their free time?

What is their communication style?

Newspapers, social media, TV, events...



/ What are their „wants“ /

...and how those „wants“/desires relate to what you offer? Your services/products.

/ What are their challenges? /

What challenges do they face to meet their „wants“/desires?

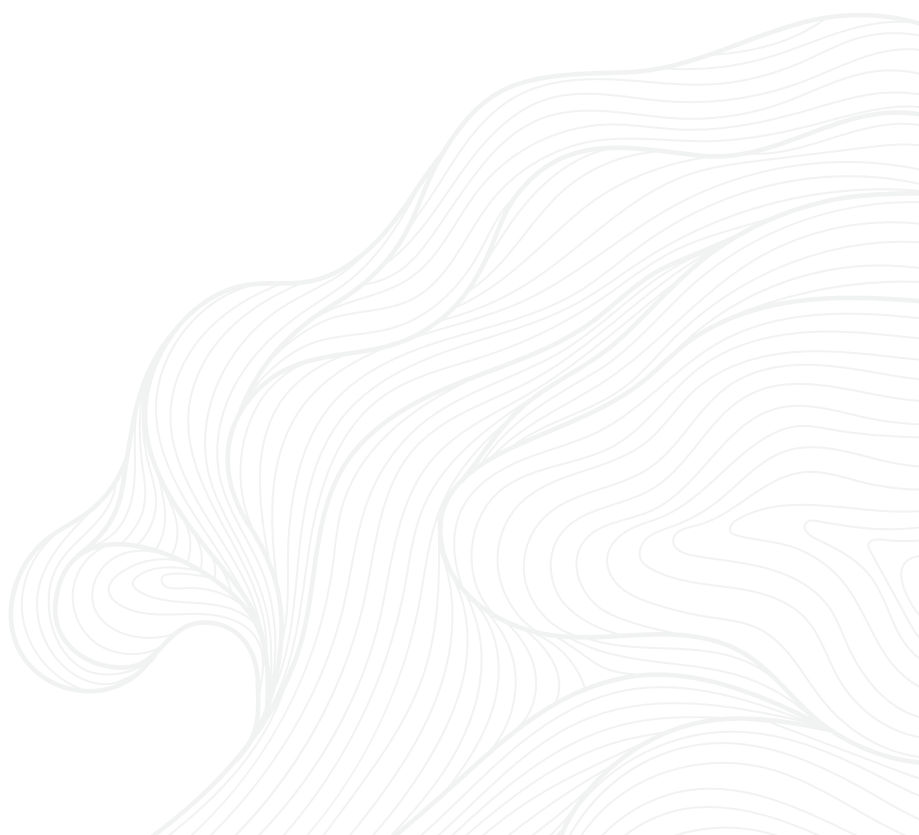
/ This is where you come in... /

How can your service or product help them to achieve their „wants/needs/desires“?



/ ...and save the Day /

So, here you can write down how will your product or service transform their life.
Set your imagination free to flow... Write/doodle/draw whatever comes to your mind!



Thank

You

(once again)

The truth is that I really like to brainstorm and research as a part of my art work.

**Special thanks to all the People who have helped with it!
All credit goes to the original owners; this work was heavily inspired by them.**

Researchers, adventurers and dreamers, contributors... to my „b“ and also the AI guy!

And to You all who wish to contribute & also make the world more better and beautiful place
for us all by living your dreams and working your passions!

Love You all! xoxo

