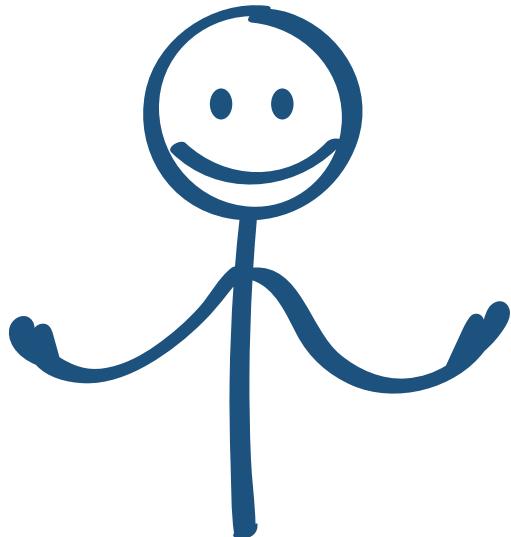


# Audience Audit: Them



**Your product or service does not serve everyone.**

Clearly defining your audience offers you a focus on the direction in which to take your business and how to tackle your marketing goals with success.

Take some time to think about the exact person that would be the best fit for your product or service. What are their hobbies? Where do they like to hangout? Be as open and creative as possible.

Whatever you do, do not describe yourself! Dig a little deeper and see if there is a defined individual better suited to benefit from what you can provide.

Name

Gender

Age

Marital Status

Income

Family

Hobbies

Hangouts

Skills

Values

Favorite Music

Challenges

Fears

Priorities

What Do They Do for Fun?

What Do They Read?

Where Can you Find This Customer?