Targeting Worksheet

Client Name:

Date:

Answer any of the following questions that you feel might help you zero in on the people MOST LIKELY to buy. Inside of the targeting portion of our avatar we do not need to capture everyone that we will be marketing to, but we want to do our best to ensure that the people we are marketing to are only the people who are likely to work with us.

1. **How Old are they?**

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1. **What Gender are they?**

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1. **Where do they live?**

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1. **What tv shows do they watch?**

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1. **What books do they read?**

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1. **What influencers do they follow?**

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1. **What events do they attend?**

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1. **What groups do they belong to?**

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1. **What special occasions do they celebrate?**

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1. **What’s their emergency?**

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1. **Where do they hang out?**

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1. **What do they do on a free weekend?**

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**Parental Status (e.g. All parents, parents with preschoolers, parents with early school-aged children, parents with preteens, parents with teenagers, parents with toddlers, parents with adult children, new parents, non-parents):**

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**Things they buy (clothing brands, food/drink, health/beauty, business, home/garden, household products, kid products, pet food, sports, subscriptions):**

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**Types of apps they use the most (Games, social networking, finance/banking, productivity, travel, transportation, education, shopping, sports, etc):**

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**Home Ownership (e.g. Home owners, Renters, New Home Owners, First-time homeowners):**

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| --- |

**Politics (conservative, liberal, moderate, very liberal, very conservative):**

**Favorite Politicians:**

|  |
| --- |

**Education Level:**

|  |
| --- |

**Monthly Income:**

|  |
| --- |

**Workplace/industry:**

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| --- |