



In this worksheet we're going to be building your audience from scratch. Remember, saving your audience at the end of a build is good practice for our work here. If we have saved audiences we can rely on to quickly remember our selections, that will save us time. We can also make edits and updates to these saved audiences as we go.

When thinking about the questions below, it's best if you think of a specific persona, or category of your audience. You could even think about the target users for one specific product you have.

What is the name of your audience? This is really a stylistic choice up to you, but you need to include enough information so that you'll be able to find it later on.

Where are your audience located? Get as specific as you need to.

Continent -----

Country -----

City -----

Town -----

Area -----

Is your audience more one gender than another?

- Male Female Balanced

What is their age range?

----- - -----

What are their interests?

-----	-----
-----	-----
-----	-----
-----	-----

What behaviours do they have?

-----	-----
-----	-----
-----	-----

What industry(s) do they work in?

-----	-----
-----	-----

What are their core values?

-----	-----
-----	-----