

Target Audience Worksheet



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Target Audiences are the groupings of types of customers that purchase your offerings. Target audience is defined by many components, such as industry segments, personas, demographics, and psychographics.

Industry Segments are often described as sectors, categories, or verticals. They are descriptors of the focus area of the target audience. For example, a pharmaceutical company would be in the biopharm or biotech sector.

Personas are semi-fictional representations of your ideal customer. Personas are often based on identifiers such as job title, gender, age, and education.

Target Audience – Personas

Use this table to gain insight into the different personas that buy your offering.

Job Title Specific or representative job title.	Needs What problems are they trying to solve?	Values What's important to them?	Buying Criteria What drives their purchasing decisions?

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