**Audience Definition Questionnaire Feb 3, 2016**

1. What is the desired action of your target audience
2. What demographic groups are most likely to take the desired action?
3. How do they think?
4. What needs, challenges, and frustrations do they have?
5. How does your idea, service, or product help your target audience?
6. What drives them to make purchasing decisions?
7. Do they currently use (or support) a product or service of your organization or that of a similar organization?
8. What media do they currently use?
9. How can you best reach your target audience?
10. Are you confident you picked the right target audience?