

Audience Identification Worksheet

Start by asking a broad, general question:

“Tell me everything you can about the audience. Who are they?”

Usually, the first responses to this statement will provide you with the most obvious insights. After jotting down the most obvious insights, scan the Deeper Dive list below.

Make sure to ask at least a few questions from the Deeper Dive list. While you may already have the answers to many of these questions from having asked your broad question, a deeper dive will let you discover nuances that can help you build a more polished presentation.

Deeper Dive

Demographics

- Gender
- Sexual orientation
- Age
- Marital status
- Number of children
- Race and ethnicity
- Nationality
- Geographic region
- Urban, suburban, or rural
- Income level
- Education level

Business Information

- What industry or company?
- What level? (student, intern, entry level, midlevel, or senior?)
- What field? (administrative, clerical, office, technical, artistic, industrial, athletic, etc.)

Topic

- How familiar is the audience with the topic?
- How do they feel about the topic? (love, hate, indifferent, or otherwise)

- Does the audience know less about the topic than they think they know?
- Does the audience know more about the topic than they think they know?
- What are the biggest pain points or concerns regarding this topic?
- Is my topic considered controversial or sensitive in any way?

Entertainment/Information

- What media (TV shows, movies, magazines, newspapers, radio, social media, other)
- Biggest influencers?
- Business aspirations?
- Care about the most?
- Care about the least?
- Common area of concern?