

205 Riverside Drive, Suite A Klamath Falls, OR (541) 884-5193 www.klamath.org

Define Target Audience Worksheet

This worksheet will help you identify your target audience and can be used to help create your marketing plan.

Define Your Target Market

List all the features of your product or service and the benefit that goes along with that service.

Feature	Benefit



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Now list the benefits and the target customer that requires those benefits.

Benefit	Target Customer
Now create a profile for each of your target customers:	
, ,	
Customer Group	
Age	
Location	
Gender	
Income	
Family Status	
Occupation	
Values	
Other	
and a control of	
What type of media do	
they enjoy (online, tv,	
newspaper)?	
How and when will they	
need your product?	



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