

# Who Is My Audience?

Use this sheet to help determine your target audience and who you should be showing your quiz to.

My ideal client/customer is: ...

Male / Female / Both  female	Age?  35 - 55	Where are they located?  USA	What problems do they have?  - skin problems - lead busy lifestyles
Where do they shop?  - Target - Amazon - Organic grocery stores	Relationship Status?  married	Yearly income?  \$60-80k	What level of education do they have?  college graduate
Interests?  - organic food - green living - yoga	Who are your competitors in your space?  - Honest Company - The Body Shop - Lush	Do they have kids?  - yes, middle school or elementary aged children	Who do they go to for advice?  - Wellness Mama - Dr. Oz - Oprah