

# Who Is My Audience?

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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	Age?	Where are they located?	What problems do they have?
Where do they shop?	Relationship Status?	Yearly income?	What level of education do they have?
Interests?	Who are your competitors in your space?	Do they have kids?	Who do they go to for advice?