

# What do I know about my audience?

Priority target group: \_\_\_\_\_

Hello my name is \_\_\_\_\_. I am a \_\_\_ year old \_\_\_\_\_(gender) \_\_\_\_\_(audience). I currently live in \_\_\_\_\_(city) \_\_\_\_\_(province), \_\_\_\_\_(country). I hold a \_\_\_\_\_(level of education). My primary area of interest in \_\_\_\_\_(product) is for \_\_\_\_\_. I really admire \_\_\_\_\_(product) because of \_\_\_\_\_ and \_\_\_\_\_.

In my search for a \_\_\_\_\_(product) I am looking for a place with a focus on \_\_\_\_\_, and a strong reputation in \_\_\_\_\_. The things that really catch my attention in a positive way are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. However the things I think are drawbacks are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

The primary \_\_\_\_\_(product) I am considering are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ because they have \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I get most of my information about these \_\_\_\_\_(product) from \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I find it most effective if I get contacted by \_\_\_\_\_.

I look to \_\_\_\_\_ and \_\_\_\_\_ for guidance on this decision. I consider many factors in my decision, including \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. What worries me the most about making a decision this important is \_\_\_\_\_.

My current perception of \_\_\_\_\_(product) is \_\_\_\_\_. It's my \_\_\_\_\_(first, last etc.) choice in \_\_\_\_\_(product). Ideally, I would like the \_\_\_\_\_(product) to be known for \_\_\_\_\_. However, I think they have to change \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ before my perception of them changes. This [would/would not] (Circle) influence my decision to [choose/not choose] (Circle) them because I \_\_\_\_\_.