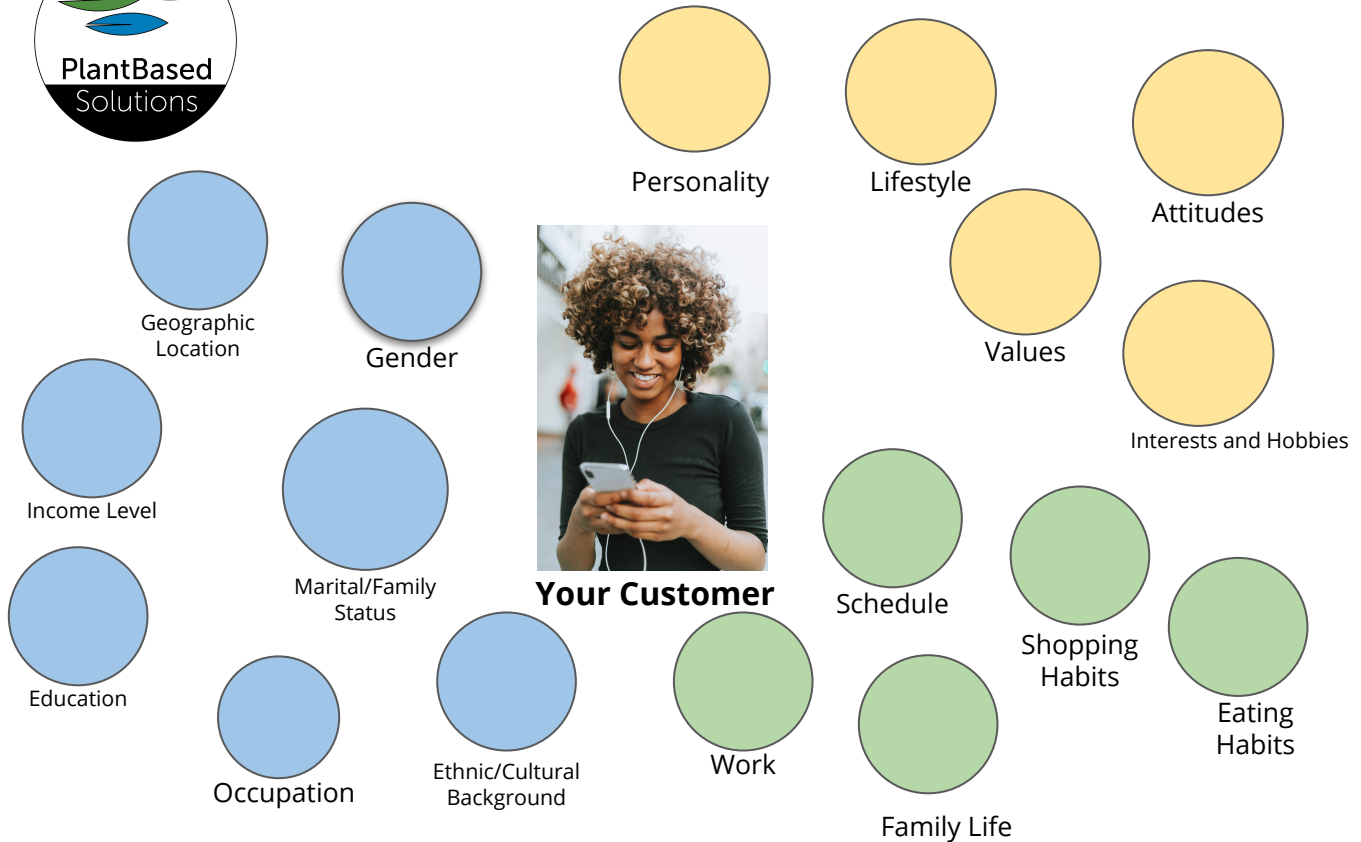




Exercise 1.3: Create your Target-Audience-Profile



1. **Construct** a rich, comprehensive picture of a person by defining the above.
2. **Ask** what are this consumer's *unmet desires*? What need does this consumer have that is currently unmet by the products already in the marketplace? When you have answered these questions and created a picture of someone with the intricacies, nuances, and subtle motivations of a real consumer then you have your target.
3. **Consider** your product or service in light of this consumer you have created. Does your product fit their lifestyle? How, when, and why will it be used? What about your product will make your target consumer leap for it in store aisles?

Demographics	Psychographics	Routine
<ul style="list-style-type: none"> ● Age ● Gender ● Geographic location ● Income level / purchasing power ● Education level ● Marital or family status ● Occupation ● Ethnic or Cultural background 	<ul style="list-style-type: none"> ● Personality ● Attitudes ● Values and Morals ● Interests & Hobbies ● Lifestyle 	<ul style="list-style-type: none"> ● Schedule ● Work ● Shopping habits ● Cooking / eating habits ● Family Life