Audience Avatar Worksheet

What is the gender breakdown of your target audience?

%	%	%
she/her	**he/him**	**they/them**

What is the age range of your ideal listeners?

youngest age — **true target** — **oldest age**
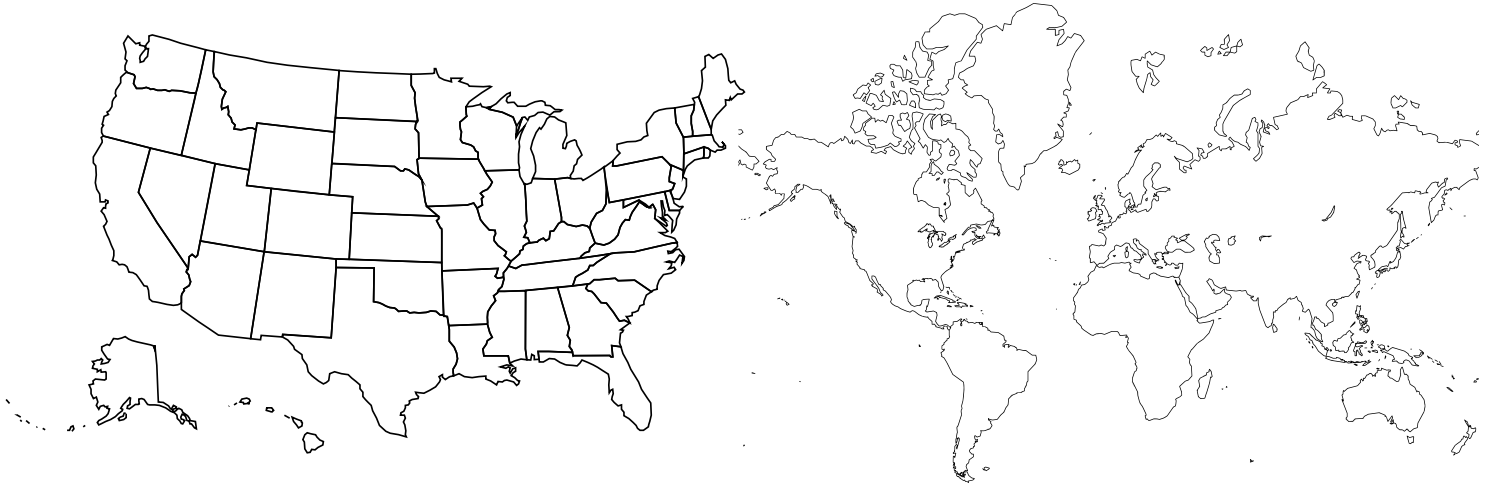
Where are your potential listeners geographically situated?

What kind of work do your ideal listeners typically do?

_____

_____

_____

Audience Avatar Worksheet

What are the primary hobbies and interests of your target listeners?

_____

_____

_____

What are their lifestyle choices and preferences?

_____

_____

_____

What are their passions and motivations?
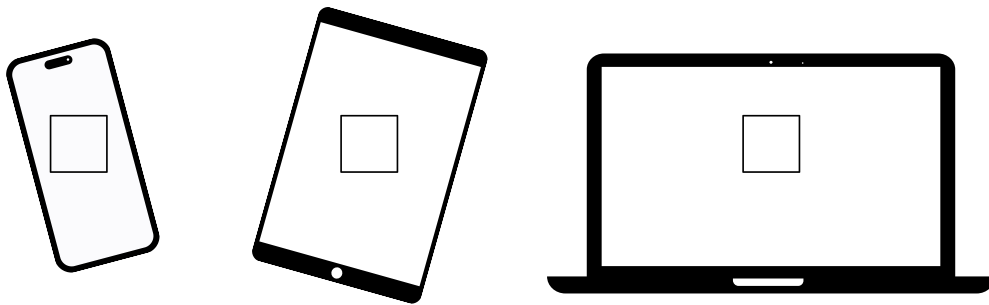
_____

_____

_____

What are their challenges and pain points that your podcast could address?

_____

_____

_____

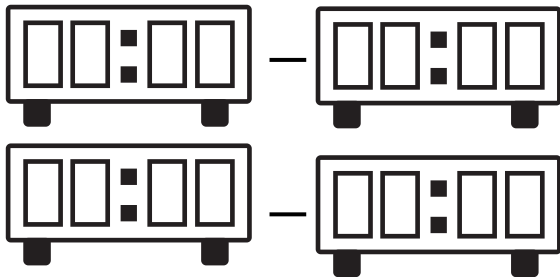*What type of entertainment or information do they typically seek?*

_____

_____

Audience Avatar Worksheet

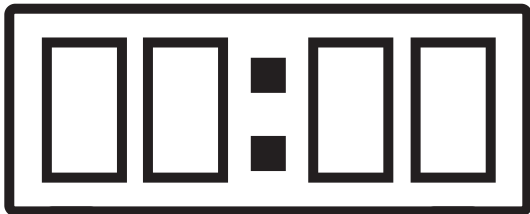## *What podcast apps or platforms do they use to listen to podcasts?*

_____

_____

_____

What is their preferred listening device (smartphone, tablet, computer)?

When and where do they typically listen to podcasts?

_____

_____

_____

What is their average listening duration for each episode?

What type of podcasts do they typically enjoy (interview, storytelling, educational, etc.)?

_____

_____

_____

Audience Avatar Worksheet

What specific topics or themes are most relevant to your ideal listeners?

_____

_____

_____

What kind of tone and style of presentation resonates with them?

_____

_____

_____

What level of expertise or knowledge do they expect from your podcast?

_____

_____

_____

What kind of guests or discussions would they find most engaging?

_____

_____

_____

What kind of format or structure do they prefer for your podcast episodes?

_____

_____

_____