

The better you know your audience, the more effective you will be at marketing to them. This worksheet has been created to deep-dive into your target audience so that you know them almost better than they know themselves! Use it to identify any target market audience (sellers or buyers... but be very specific) and learn more about them so you can make your marketing more effective.

<b>Target Audience:</b>	
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### Step 1—Demographics

Understand the average demographic of your target audience.

<b>Location Where They Live:</b>	
<b>Location Where They Own/Invest:</b>	
<b>Age:</b>	
<b>Gender:</b>	
<b>Ethnicity:</b>	
<b>Religion:</b>	
<b>Income:</b>	
<b>Employment:</b>	
<b>Education:</b>	
<b>Marital Status:</b>	



# THE REAL ESTATE INVESTING COPYWRITER'S PLAYBOOK

## CHAPTER 2 RESOURCE: TARGET AUDIENCE WORKSHEET

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<b>Children:</b>	
<b>Hobbies/Past-Times:</b>	
<b>Level Of Experience With This Transaction:</b>	

### Step 2—SWOT Analysis

Understand the Strengths, Weaknesses, Opportunities, and Threats of your target audience.

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

### Step 3—MBTI/Phenotype

Get an approximate “personality assessment” of your target audience and circle the ones below.

**The 4 Temperaments:** (Circle one)

Sanguine, Choleric, Melancholic, Phlegmatic

**Myers-Briggs:** (Circle one)

INTJ INTP ENTJ ENTP  
INFJ INFP ENFJ ENF  
ISTF ISFJ ESTJ ESFJ  
ISTP ISFP ESTP ESFJ

**The Big 5 Personality Traits:** (Rate each)

Openness To Experience – high-----medium-----low  
Conscientiousness – high-----medium-----low  
Extraversion – high-----medium-----low  
Agreeableness – high-----medium-----low  
Neuroticism – high-----medium-----low

### Step 4—Maslow’s Hierarchy

Figure out what is important to your target audience by identifying the point they are at right now. (Circle it, and write additional detail to explain what, specifically, they have or need at that level.)

5. Self-Actualization	
4. Esteem	
3. Love/belonging	
2. Safety needs	
1. Physical needs	



### Step 5—Empathy Map

Figure out what your audience is thinking about.

