

# Defining your target audience

Documenting the characteristics of aligned businesses that you work with will enable you to deliver consistent and targeted messaging. You may need to complete the template multiple times to reflect the range of businesses that you target.

E.g. You may work with small and rapidly scaling businesses that have just received funding AND work with large enterprises with much more stringent processes.

## The Business

---

Organisation size:

---

State:

---

Budgets:

---

Goals:

---

Challenges:

# Defining your target audience

Documenting the characteristics of the people that you work with will enable you to create key messages that appeal directly to those individuals. You may need to complete the template multiple times to reflect the range of people that you target.

E.g. You may work with HR Managers that need to create bandwidth by outsourcing some of their workload AND CEOs who need a full team and don't have an in-house recruitment function.

## The Person

---

Name:

---

Job Title:

---

Age Range:

---

Goals:

---

Pain Points:

---

Other:

---

Needs: