



# Audience Identifier Worksheet

Understanding who your target audience is, and what drives them to make decisions is crucial if you want to connect with people and close sales using Facebook Groups. Below is a worksheet that you can use to identify the key characteristics of your specific audience in order to tailor your Facebook Group content for maximum member engagement.

## PERSONA BUILDING BLOCKS

IDENTIFIER		TARGET BUYER	TARGET SELLER
<b>AGE:</b> <i>It's important to understand the generational preferences of your audience when delivering content to anyone. Make sure you identify the general age range that you are targeting before you plan or strategize any further.</i>	<b>What are the average age ranges of your target audience?</b>		
<b>PROFESSION / INCOME BRACKET:</b> <i>Knowing what your target audience primarily does for work, and/or what their average income level is can help you identify how they consume content and make decisions.</i>	<b>What is the typical job role and income range of your target audience?</b>		
<b>GEOGRAPHIC LOCALE:</b> <i>People and their preferences can be heavily influenced by where they live, so understanding whether your audience is of a rural or urban mindset, and whether they live in spacious or compact housing, can help you tailor your content.</i>	<b>Where is your target audience primarily located?</b>		
<b>TERMINOLOGY &amp; COMMON PHRASES:</b> <i>Speaking in a familiar tongue gets you accepted by the locals, no matter where you happen to be. Having a keen sense of the way people speak and the names they use for specific people, places and things will help you create content that resonates authentically with your audience.</i>	<b>What are some common words and expressions your target audience uses?</b>		

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<b>LEADING EXPECTATIONS:</b> <i>Most people come into a situation with expectations and it's important to understand what those are if you want to provide an experience that resonates with them.</i>	<b>What are the most common expectations your target audience has?</b>		
<b>KNOWLEDGE GAPS:</b> <i>Lack of understanding can affect everything from a person's expectations, to their experience, to their level of engagement, so knowing where your audience might need more context can help you create better content.</i>	<b>What are some of the key things your target audience lacks understanding of?</b>		
<b>NEEDS &amp; WANTS:</b> <i>Touching on things people need and want is a sure-fire way to drive engagement, but to really do this properly, you need to put yourself in the shoes and the mindset of your audience to see things from their perspective.</i>	<b>What are the most urgent needs or top initiatives of your target audience?</b>		