

How to Find Your Target Audience:

The Lightning Quiz

Geography

Are they located in...

- The U.S., other countries, or worldwide?
- The Northeast, Southwest, West, Southeast, or Midwest?
- A city, the suburbs, or a small town?

Demographics

Are they...

- Male, female, or both?
- Gen Z, millennial, Gen X, or baby boomers?
- Married or single?
- College educated?
- Religious?
- Ethnically or racially diverse?
- Liberal or conservative?
- Low, middle, or high income?

Personality and Values

Are they...

- Introverted or extroverted?
- A price-conscious or extravagant spender?
- Eco-conscious?
- Social justice conscious?
- Tuned into current events?
- A pop-culture lover?
- Tech savvy?
- High or low maintenance?
- Active or inactive?
- Right or left brained?
- Type A or Type B personality?
- Adventurous or cautious?
- Dog or cat person?

What are their...

- Goals?
- Desires?
- Day-to-day pain points?
- Long-term challenges?
- Issues that keep them up at night?

Purchasing Habits

Do they...

- Spend more time on their phones or laptops?
- Prefer shopping in person or online?
- Have loyalty to certain brands?
- Subscribe to loyalty and rewards programs?
- Actively use social media?
- Prefer Facebook, Pinterest, Instagram, TikTok, Twitter, Snapchat, or YouTube?
- Currently buy from your competitors?
- Prefer watching, reading, or listening to content?
- Read magazines or newspapers?
- Watch cable TV with ads?
- Listen to the radio?
- Use review sites before making a purchasing decision?
- Follow influencers on social media?
- Prefer interacting with brands via social media, phone calls, text messaging, email, or live chat?
- Care about brands' mission statements and business practices?
- Spend time searching for the best deal?