



# Exercise: Module 3 – Who Are You Creating Content For?

1. Describe your ideal reader

## Demographics

|                               |  |
|-------------------------------|--|
| <b>Age Range:</b>             |  |
| <b>Gender:</b>                |  |
| <b>Geographical Location:</b> |  |
| <b>Level of Education:</b>    |  |
| <b>Occupation:</b>            |  |
| <b>Income Level:</b>          |  |
| <b>Family Structure:</b>      |  |
| <b>Language:</b>              |  |

## Psychographics

|                                 |  |
|---------------------------------|--|
| <b>How They See Themselves:</b> |  |
|---------------------------------|--|





|                                |  |
|--------------------------------|--|
| <b>How They See the World:</b> |  |
| <b>Personality:</b>            |  |
| <b>Attitude:</b>               |  |
| <b>Morals &amp; Values:</b>    |  |
| <b>Hobbies:</b>                |  |
| <b>Lifestyle:</b>              |  |
| <b>General Behavior:</b>       |  |
| <b>Political Views:</b>        |  |





2. What types of content do they like best?

| <b>Content Types</b> |
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3. For each of the core content areas, list the key questions your ideal readers will be thinking about.

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| <b>Awareness Content</b>                 |
| <br><br><br><br><br><br><br><br><br><br> |
| <b>Lead Generation Content</b>           |
| <br><br><br><br><br><br><br><br><br><br> |
| <b>Paid Content</b>                      |
| <br><br><br><br><br><br><br><br><br><br> |
| <b>Relationship Content</b>              |
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