



LISTENER DEVELOPMENT WORKSHEET

Use this worksheet to create your ideal listener. The more you know about your listener, the better you will be able to communicate. Keep this person in mind while recording each show.

What is the gender of your ideal listener?

What is the age of your ideal listener?

What is their marital status?

What does their family look like?

What level of schooling have they completed?

What type of job do they have?

What is their income level?

What magazines do they read?

What kind of car do they drive?



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What TV shows do they watch?

To what other podcasts do they listen?

How often do they listen to podcast?

Who are their heroes?

What is their greatest want?

What is their greatest need?



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What is their greatest fear?

What is their biggest pain point, and what problem do they need solved?

What does their business look like?

To order the full **PODCAST TALENT COACH WORKBOOK** that will help you implement this worksheet with full explanations, or to request a detailed critique of your show, visit **www.PodcastTalentCoach.com**.