

# Create Your Audience Avatar

Who are you creating your podcast for?



Name: \_\_\_\_\_

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Education: \_\_\_\_\_

Occupation: \_\_\_\_\_

Income: \_\_\_\_\_

Relationships: \_\_\_\_\_

Why would your avatar listen to your podcast?

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What's a typical day like for your avatar?

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What challenges is your avatar facing?

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What does your avatar want?

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What else is important to your avatar?

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