

# Ideal Listener Profile

PODCAST NAME

DATE

Having an understanding of who your target listener is, what their interests are, and where you can find them is key before you've started a podcast but also valuable post-launch.

Below you'll find a worksheet that helps to identify your Ideal Listener Profile, a document that you can share with your team and other stakeholders so they can understand who exactly your podcast is targeting.

## DEMOGRAPHICS

1. Age:
2. Gender:
3. Education:
4. Geography:
5. Industry & Occupation:

## BEHAVIORS

1. Social Media Channels:
2. Devices:
3. Daily Apps:
4. Common Activities:
5. Daily Rituals:

## PSYCHOGRAPHICS

1. Interests:
2. Concerns:

## REACHING YOUR IDEAL LISTENER

1. What type of marketing tactics have worked in the past for this demographic?
2. What type of marketing tactics haven't worked in the past for this demographic?
3. What marketing tactics will you use to reach your ideal listener?

## NOTES