

# ***Identify Your Audience With Empathy* Worksheet**

Use this worksheet to explore better and more effective possibilities to connect with your audience through empathy so that you can meet your goals. Use the following questions and prompts to more clearly understand how you can reach your marketing project goal. [Email us](#) to request an example worksheet.

## **PROJECT NAME**

Project Name

## **Project Goal**

What are you trying to achieve?

Why is it important?

## **Audience**

Name & briefly describe your target audience

**SEE THEIR  
WORLD.**

How does your audience view the goal? Include positive, negative, and neutral views.

What information, factors, or individuals may influence views in favor of your goal?

**UNDERSTAND  
THEIR FEELINGS.**

What emotions arise when your goal is presented to the audience?

What emotions will inspire or block progress toward your goal?

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**APPRECIATE  
THEIR HUMAN  
NATURE.**

What makes your audience who they are? List individual likes and dislikes, needs, values, responsibilities, roles, etc.

**Tips to find info when you don't have it:**

- Create a Survey
- Browse LinkedIn, Facebook, or other social media profiles and posts for specific information
- Access city, state, or national demographics via city or state tourism websites or internet searches

## CREATE A NARRATIVE.

Craft a story that motivates action toward your goal. Give the audience a crucial role to play in achieving the goal and tell them what success looks like.

## *Now what?*

- **Discuss with your team:** Whether it's internal or external partners, bring your team together to talk through the definition of the audience and how you can work toward meeting your goals.
- **Identify your tactics:** Develop a list of the places, pieces, and frequency of communications you need to make progress.
- **Make great communication happen!** When your messaging, visuals, and delivery are aligned with your audience's needs and values, your brand can connect with your audience and your communications can work effectively!

***Need help?***  
***Contact us.***  
[hello@btbrand.com](mailto:hello@btbrand.com)

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