

Target Audience and Competitor Analysis Worksheet

Lesson 1.3: Identifying Your Target Audience and Analyzing Competitors

Instructions: Use this worksheet to identify your target audience and conduct a SWOT analysis of your competitors. For each section, provide as much detail as possible to create a clear profile of your ideal customer and understand how your competitors operate.

Target Audience Profile:

Demographics:

Age Range:

Gender:

Income Level:

Location:

Psychographics:

Interests and Hobbies:

Buying Behavior (What motivates their purchases?):

Pain Points or Problems to Solve:

Competitor SWOT Analysis:

Competitor Name:

Strengths (What do they do well?):

Weaknesses (Where do they fall short?):

Opportunities (What gaps in the market could you fill?):

Threats (How could this competitor challenge your business?):

Additional Competitor Analysis (Optional):

Competitor Name:

Strengths:

Weaknesses:

Opportunities:

Threats: