

Togue

# 5 Questions to Get Deeper into the Heart of Your Target Audience

Freebie from [TogueStudio.com](https://TogueStudio.com)

© Togue Studio



# When you know your audience, your audience knows.

People are the heart and soul of vibrant businesses. Regardless of your industry, if you own a business, you know how vital it is to study and understand your target demographic. We'd like to give you some thought-provoking questions about your audience you may not have considered.

## Question One

# When have they felt their biggest adrenaline rush?

In a very visceral way, this question helps you think deeply about what your audience is excited by. This is key—people buy from brands they feel excited about. It also roots the idea of client excitement in a practical way. Notice we're not asking what your audience is excited to do in the future—we're asking what they have a track record of being most excited about in the past.





## Question Two

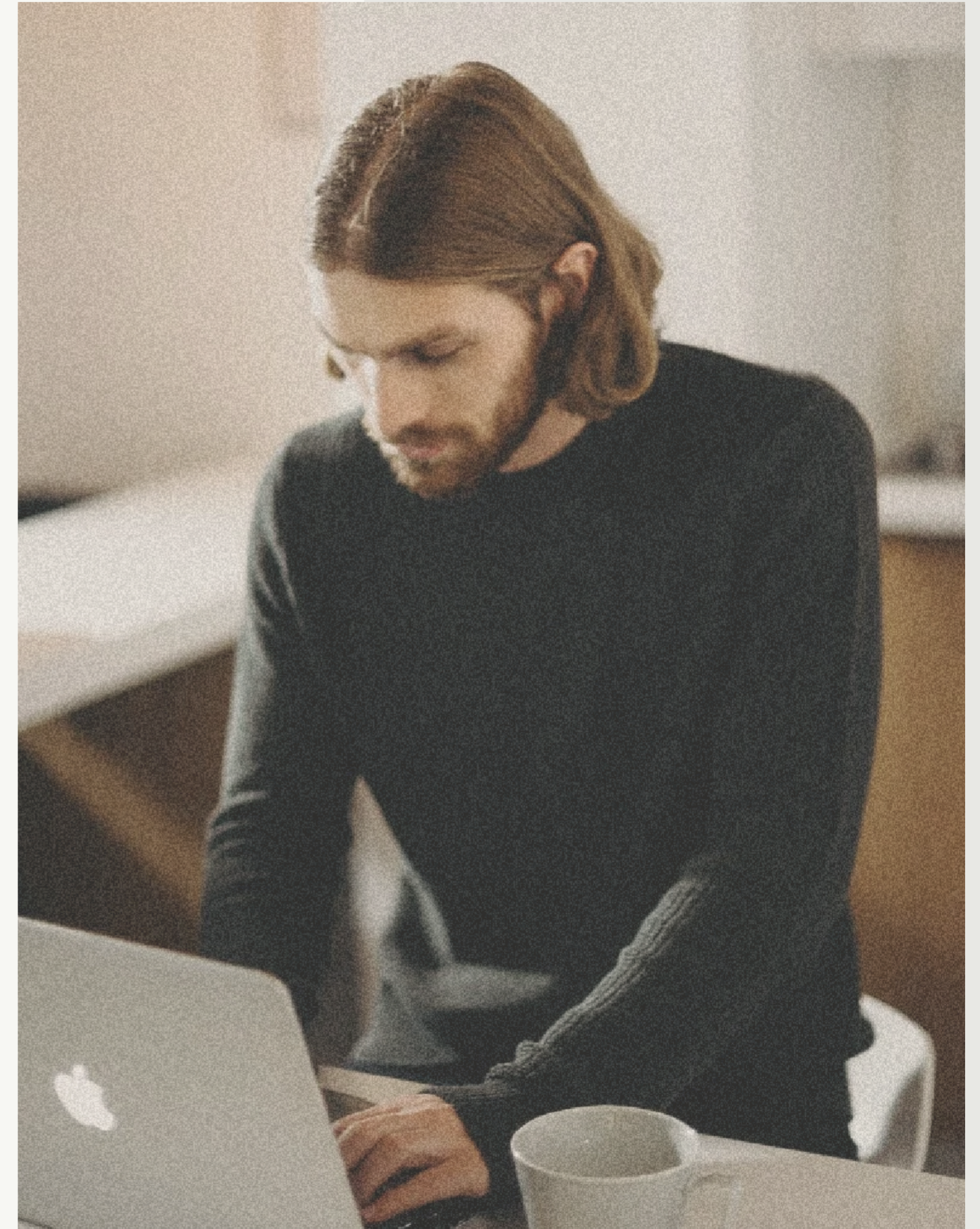
# What do they think about when they're by themselves?

Individuals engage or make a decision that they want to engage with a brand when they are by themselves—even if they are making a decision within a team. There's a switch in their head that goes from, "I'm not sure," to "Yes, I want this." and that happens when they're alone. So it is key to carefully consider what they think about when they're alone. How do you fit into that space?

## Question Three

# What makes them feel accomplished?

Individuals engage with brands they feel are going to make them a better version of themselves. Because of that, knowing what makes your audience feel most accomplished is key, because it allows you to begin the process of considering and exploring how you can help them in that very deep and personal journey.





## Question Four

# What is their idea of the perfect vacation?

This will help you understand the sorts of activities your ideal audience likes to engage in, which will allow you to help create experiences that feel like the atmospheres they enjoy. It gets to the heart of how your audience likes to spend their time. It will also tell you a lot about their personality—for example, how people-centric they are versus whether they prefer spending time on their own.

## Question Five

# If they are in a bad mood, do they prefer to be left alone or have someone to cheer them up?

This helps you understand how your audience prefers to be affected emotionally—an often-overlooked side of branding. Many people think that branding is about affecting people emotionally, no matter how that's done. They forget that different people like being affected in different ways. One person may love being cheered up with bright colors and loud noises, while another person might really need to take it slow and have some peace and quiet. Knowing in what way your audience prefers to be cheered up when they're sad can tell you a lot about how they want you to approach them when you want to encourage them to feel great about your brand.



---

# Thank You

---

We hope these questions provided some food-for-thought. Thank you for taking the time to download and read them. You can save this file to your computer or phone to keep and look back on as an ongoing resource.



5 Questions to Get Deeper into the Heart of Your Target Audience

Freebie from [TogueStudio.com](http://TogueStudio.com)

© Togue Studio