Defining Your Ideal Listener Avatar

Sit down with this worksheet and think about the exact single best person for your podcast. Give them a name, define their age, gender, hobbies, interest, dislikes, passions, and problems.

Your listener avatar will be the guiding light by which you make content and production decisions for your podcast. When a question comes up as to how you should proceed with the show, just ask “What would Gary do?” and the answer will be clear.

Background:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

The problem is:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

What they’re looking for:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

How you will help them:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Don’t hesitate to be too specific with defining your avatar. There’s no penalty for excluding people here. Only by identifying exactly what one listener will look like will you be able to start connecting with listeners and growing your audience.