

Audience Definition Worksheet

Define one audience segment for targeted AI prompts · Version 2.2, October 2026

Prefer to work online? The free Audience Definition tool saves up to 5 segments in your browser, imports your starting points from your Business DNA, writes the AI interview prompt for you and fills every field from the AI's answer in one click.

expertaiprompts.info/tools/audience-definition/

Before you start

- 1. Build your Business DNA first** with the free [Business DNA Builder](#). Your DNA persona is your primary customer, used in every prompt.
- 2. Use one worksheet per segment.** A segment is campaign-specific: a realtor might define "First-Time Home Buyers" for one content series and "Luxury Investors" for another.
- 3. Start from your DNA, then trim.** The third column shows where each starting point comes from. Your DNA describes your whole market, so cut each entry down to this one segment.

Your audience segment

Field	What to write	Start from your Business DNA	Your answer for this segment
Audience Segment Name	A short label for this segment, e.g. "First-Time Home Buyers", "Civil contractor owners".	Ideal customer (short name only)	
Age Range	Typical age bracket, e.g. 30–45.	Customer age	
Location	Geographic focus or main market area for this segment, e.g. Townsville and surrounding shires.	Customer location (trim to this segment)	
Professional Background	Job type, industry, income group or business context, e.g. owner-operator, trades, 1–10 staff.	Ideal customer description (trim to this segment)	
Core Pain Points	Key frustrations or challenges right now, e.g. slow quoting, inconsistent leads.	Customer challenges	
Desired Outcomes	What success looks like for them, e.g. predictable leads, faster approvals.	Customer goals	
Preferred Content Format	How they like to consume content, e.g. one-page PDFs, short videos, checklists.	Not in DNA: interview	
Tone Preferences	The style that resonates, e.g. direct, peer-to-peer, no jargon.	Not in DNA: interview	
Common Objections	What makes them hesitate before buying, e.g. "Is it safe?", "Too expensive".	Not in DNA: interview	
Messaging Triggers	Words, phrases or values that move them to act, e.g. "Get your weekends back".	Not in DNA: interview	
Channels of Engagement	Where they look for solutions and like to be reached, e.g. LinkedIn, industry events, email.	Not in DNA: interview	

AI prompt: Audience Definition interview

Copy everything in the box into ChatGPT, Gemini, Copilot or Claude. Fill in or delete the two bracketed parts first.

PROMPT · AUDIENCE DEFINITION INTERVIEW

[OPTIONAL] BACKGROUND: MY BUSINESS

[Paste the Business Profile from your Business DNA here, or delete this section.]

Use this background to tailor your questions and examples to my business.

You are a marketing strategist and prompt engineer specialising in audience analysis. Your task is to act as a helpful guide and conduct an interactive interview to create a detailed audience definition profile.

I have already provided the following information about this audience segment:

[Paste the fields you filled in, as "Field name: answer", or write "None".]

Please ask me about every field I have not provided, one question at a time, in this order: Audience Segment Name, Age Range, Location, Professional Background, Core Pain Points, Desired Outcomes, Preferred Content Format, Tone Preferences, Common Objections, Messaging Triggers, Channels of Engagement. Do not re-ask about fields I have already provided, and do not ask about any other topics. Wait for my answer before asking the next question.

After all questions have been answered, thank me and compile all responses (the information above and the new answers) into a professional Audience Definition document.

Title the document: "Audience Definition — [segment name]"

Format rules (follow them exactly):

1. Use exactly these 11 headings, in this order, each on its own line and followed by a colon: Audience Segment Name, Age Range, Location, Professional Background, Core Pain Points, Desired Outcomes, Preferred Content Format, Tone Preferences, Common Objections, Messaging Triggers, Channels of Engagement.
2. Do not rename, merge or add headings. Put every answer under its matching heading.
3. Use a numbered list inside a field where it helps.
4. After the 11 fields, add a "Segment Summary:" heading with 2-3 sentences that synthesise the profile for AI prompt writing.
5. Put any notes, assumptions or questions for me after the summary under a "Notes:" heading, never inside a field.

After the interview

1. **Online (recommended):** open the [Audience Definition tool](#), paste the AI's whole answer into **Paste the AI's finished profile** and click **Fill fields from AI result**. Each section goes into its field; check them, then save or export.
2. **On paper:** copy the answer under each heading into the matching row of the table on page 1. Ignore the Segment Summary and Notes, or keep them on the back.
3. **Read the Notes.** The AI lists anything it assumed there. Confirm or correct it before you use the profile.

Using your Audience Definition

1. **In AI prompts:** use the segment alongside your Business DNA, never in place of it. Save it in the online [Audience Definition tool](#), then in the [Prompt Assembler](#) choose it from the **Target audience segment** list and click Assemble. In other AI apps, paste the profile below your prompt. Never paste it into the Assembler's Customer Persona field: that holds your Business DNA persona.
2. **In copy and content:** build headlines and calls to action from the Core Pain Points, Desired Outcomes and Messaging Triggers, in the Tone Preferences and Preferred Content Format.
3. **In sales conversations:** prepare answers to the Common Objections before the first call.
4. **In channel planning:** publish where the segment already looks for solutions (Channels of Engagement), not everywhere.
5. **Across campaigns:** keep up to five segments and choose the one that fits each campaign, so your content stays targeted instead of generic.

Check before you use it

1. **One audience per segment.** If Professional Background lists several kinds of buyer, split them into separate segments.
2. **Facts you will quote.** Check prices, thresholds and rules (for example procurement limits) against the current source before they go into outreach. **Review the profile every six months**, or sooner when your offer or market changes.