



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.