

Worksheet: Who's Your SPIKE Audience?

1. Think of your ideal customers or members. What do they all have in common? List every common trait.

- Average Age _____
- Income _____
- Gender _____
- Marital status _____
- Education level _____
- Industry _____
- Other professional affiliations _____
- Awards _____
- Certifications _____
- Qualifications _____

2. Now use those commonalities to think about when your audience is most likely thinking about your company, cause, or creation. Keep one potential SPIKE in mind when completing this section. Providing as much detail as you can, include a projection of needs in the near future (next 30 to 90 days), the mid-range future (6 to 12 months), and the distant future (2 years or more).

Worksheet: SPIKE Audience Cont'd

3. When are the big milestones in your audience's buying cycle that make them want or need to join your organization or buy your product or service?

4. Now that you have your audience nailed down, think about what changes would likely affect their purchasing decisions. The goal is to discern the needs of this type of person so well that you can clearly see their buying pattern.

5. Now that you know so much about this type of person, get inside their heads. What specific process is used to decide whether to join your organization or purchase your product or service?

6. What will trigger them to make the purchase? The goal of this question is to understand their motivations, perceptions, and behavior so well that you can think like them, speak like them, and essentially predict when they will have a need for your product or service.
