



**8 Week Email Series!**

## **Video 1: Who? Who? Is your Audience?**

Watch the video: [developplayllc.com/vyw-week1](https://developplayllc.com/vyw-week1)

Let's get thinking about who your audience is for your video project. But first, write out your goal statement that you came up with after the Welcome & What to Expect Questions to Ponder section in the last worksheet.

### **Goal Statement:**

The goal of this video project is:



### **Questions to Ponder**

These questions are meant to help you get a better idea of who your primary audience for your video project is. Get as specific as you can!



**Who are you trying to reach and why?**

**What challenges do they face? What interests them? What are their occupations, passions, and hobbies?**





### Video 1: Who? Who? Is your Audience?

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What are they interested in? Where do they spend their time and resources?  
What kinds of videos do they already watch?



### Jumpstart Activity

Now, you'll create a persona that represents your primary audience for this video project. Again, the more specific, the better!

Name:

Occupation/Primary Interests:



Age:

Gender:

Location:

Education Level:

Socio-economic status:

Goals & Challenges:

Values & Fears:

