

Listener Avatar Worksheet – The Podcast Classroom

Use this worksheet to define your ideal podcast listener and create content that speaks directly to them.

Step 1: Give Your Listener a Name

Give your avatar a name to make them feel real to you (Example: “Busy Brenda,” “Freelancer Frank,” or “Coach Chris”).

Name: _____

Step 2: Basic Demographics

Help paint a picture of their background and lifestyle.

Age: _____

Gender identity (if relevant): _____

Location (city, region, or rural/suburban): _____

Occupation or field of work: _____

Level of education (if relevant): _____

Step 3: Goals & Challenges

What is this person struggling with — and what are they hoping to achieve?

What are they frustrated with right now?

What are they trying to learn, solve, or improve?

What goals or dreams do they have related to your podcast topic?

Step 4: Podcast Listening Habits

Understanding how and why they listen can guide your format and tone.

When do they usually listen to podcasts?

- ☐ On their commute
- ☐ While working out
- ☐ Doing chores
- ☐ While relaxing
- ☐ Other: _____

What format do they prefer?

- ☐ Solo episodes
- ☐ Guest interviews
- ☐ Panels or co-hosted shows
- ☐ Storytelling or documentary style

What tone do they enjoy?

- ☐ Casual and friendly
- ☐ Professional and polished
- ☐ Motivational and energetic
- ☐ Deep and thoughtful

Step 5: What Do They Want From Your Podcast?

Think about how your podcast helps this person.

What kind of content would they love to hear?

How will your show fit into their life?

What transformation or value will they walk away with after each episode?

Bonus Prompt: Write a one-paragraph description of your avatar.

Example:

“My ideal listener is Busy Brenda — a 36-year-old working mom in the suburbs who listens to podcasts on her commute. She’s overwhelmed by her schedule but wants to feel healthier and more balanced. She likes short, encouraging episodes with practical tips she can apply immediately.”

Your Avatar Description:

Once completed, this worksheet becomes a creative compass for your podcast. Keep it visible when planning episodes, writing scripts, or recording intros — and speak directly to this person every time.