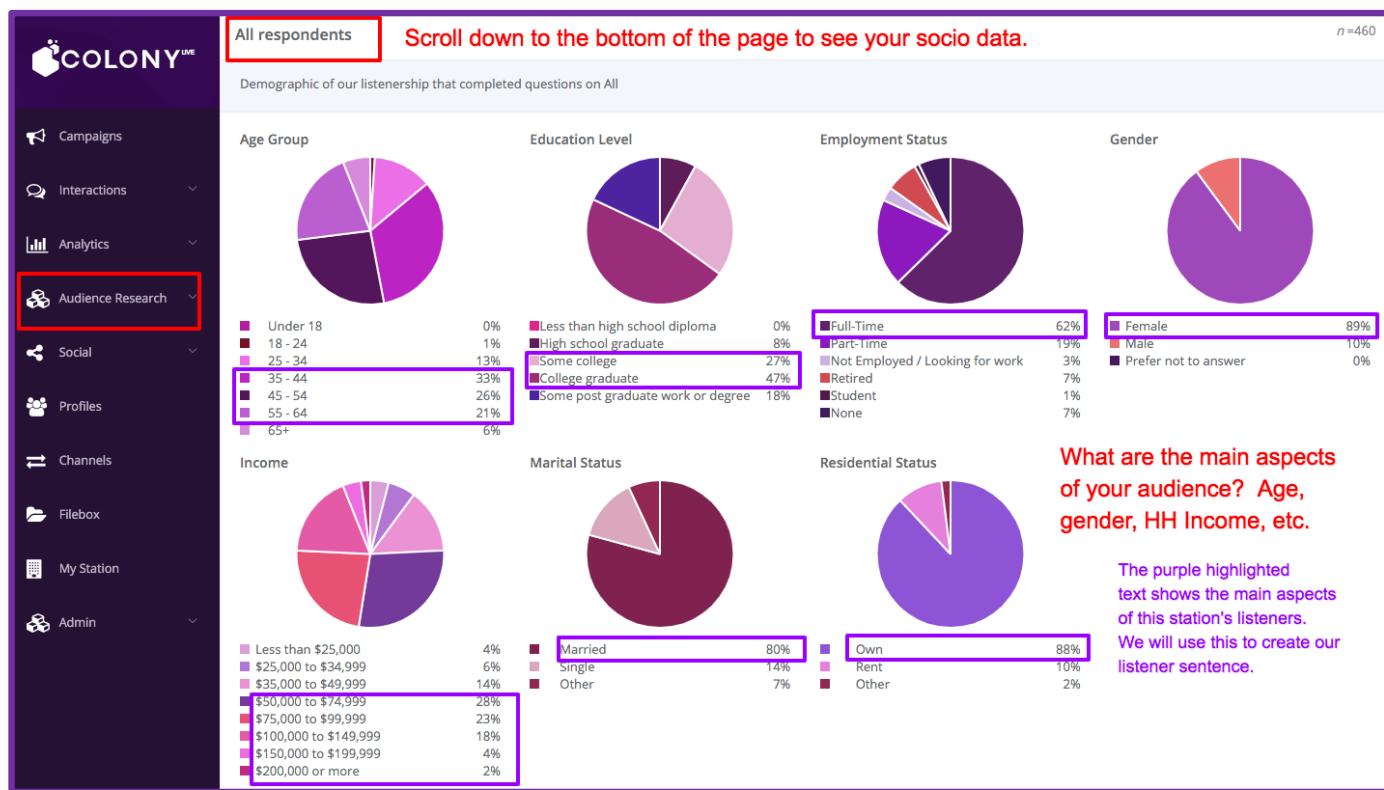


Creating Your Typical Listener Sentence (Elevator Pitch)

It's super easy to create your typical listener sentence.

1. Select **Audience Research** and then **Qualitative surveys** from the left panel in COLONYLive.
2. Scroll all the way down the page until you see the pie charts for **ALL Respondents** as shown below.
3. **Identify the main aspects** of each socioeconomic characteristic.
4. **Write a sentence** with these main points yet do not include the %'s.



Template for sentence:

Our typical listener is a college educated Female aged 35-64, who is married, works full-time, owns her own home and has an annual household income of \$50,000 or more.

Tips: Be creative with the order of your characteristics in your sentence. Read the sentence out loud to see how it flows as you speak it. Doesn't feel right? Then change it up until it is most comfortable for you. The goal is to be able to describe your typical listener with ease and unaided (by memory). And remember, you do not need to use all of the characteristics in your database. You may have several versions to use for different types of advertisers.