FreeTraffic AI Audience Research Worksheet

A one-page planning sheet that turns the 55-factor framework into a repeatable routine. Use it before you open your AI chat, so every session starts with a clear topic, a clear audience, and a clear angle to create first.

Step 1 — Your Topic and Offer

Topic or niche: _____

Offer or affiliate product: _____

Audience (who exactly): _____

Main traffic channel: Reels / TikTok / LinkedIn / Email / Blog (circle one)

Step 2 — Mine the 10 Factor Categories

For each category, write one real audience thought in the audience's own words. Use Quick Mode (10 factors) for a fast sprint or Deep Mode (all 55) for a full session.

#	Category	Audience thought (their words)
1	Problems and frictions	
2	Desires and goals	
3	Objections and doubts	
4	Fears and worries	
5	Daily habits and routines	
6	Beliefs and assumptions	
7	Buying triggers	
8	Knowledge gaps	
9	Internal monologue (what they whisper)	
10	Comparison questions (what they compare)	

Step 3 — Score Your Top 3 Signals

Score each discovery from 1 to 10 on the pillars below. Add the scores. The highest total is your crown signal — create that content first.

Signal	Emotional intensity	Urgency	Content potential	Traffic potential	Commercial relevance	Novelty	Total

Signal A: _____ _____							
Signal B: _____ _____							
Signal C: _____ _____							

Step 4 — Turn the Winner Into Content

Crown signal: _____

Angle (pick one): Contrarian / Curiosity / Problem-Aware / Story / Search-Driven / Educational (circle one)

Format: Reel script / LinkedIn post / Email / Carousel / Review article (circle one)

Hook (first line): _____

Call to action: _____

Publish date: _____ Platform: _____

Tip: run this sheet once per topic, not once per post. One good research session gives you a week of angles. Keep your worksheets — after a month you will see which frictions your audience responds to again and again.