



Know Your Audience

This may be easier than you think . . . But more difficult than you imagined!!

Hint: Your target audience is a lot like you!

This can make it easier to figure out

- ⇒ What they like?
- ⇒ What are their struggles?
- ⇒ What are their pain points and fears?
- ⇒ What are their desires?

However, it can be difficult, because many of us have never taken the time to really get to know and understand ourselves.

Today, decide to become more aware of you and your challenges. The easiest way to do this is to document your own struggles, pains, experiences along the way as you work your way through them.

Keep a notebook handy. As you face a challenge or a setback, take the time to jot down your feelings, your fears, your hopes, your desires as you are experiencing them in the moment.

Schedule a Brainstorming Session



Carve out some time in your schedule to set a brainstorming session. During this session you will list on a sheet of paper all the struggles that you can possibly think of that your target audience might face. Just let it flow! Don't try to over analyze it while you are in the midst of this session. Whatever comes to mind write it down.

What are their struggles?

- Product related struggles
- Business related struggles
- Life related struggles
- ALL the struggles you can think of!

Why do you want to know their struggles?

1. When you speak to your prospect's pain points, they'll feel like you're speaking directly to them. When they read your posts, they should say to themselves "me too".
2. When you understand their struggles, you will also be able to better understand how your product or service may be able to address those struggles.

The secret to success is find a need and fill it; find a hurt and heal it. . . find a problem and solve it.

Robert H. Schuller