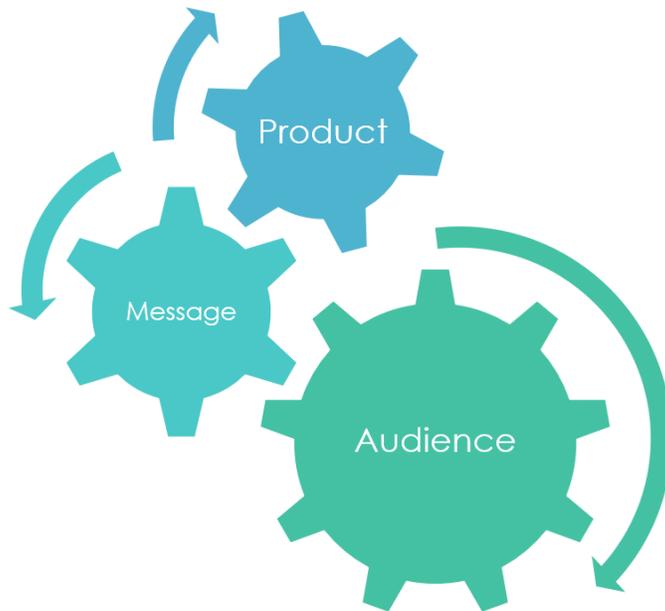


We are bombarded with messaging all day long. It's easy to get lost in the mix. Tune your message for your ideal audience to attract the people who are a right fit for your product or service.



Who is Your Ideal Audience?

My Ideal Audience Is

What are their characteristics, demographics, what do they like to do, where are they online?

My Ideal Audience Has These Problems

What problems are they trying to solve and what questions do they have?

My Ideal Audience Wants These Things

What is the outcome they are looking for? Consider tangible benefits and emotional outcomes.

Who is NOT Your Ideal Audience?

Sometimes it's easier to identify who is not right for you. What are these characteristics?