



HOMework

BUILD RELATIONSHIPS
WITH YOUR AUDIENCE

LESSON 1



HOMEWORK

BUILD RELATIONSHIPS WITH YOUR AUDIENCE

LESSON 1 ASSESSING THE SITUATION

What is the desired **result** that all your followers share?

What other customer characteristics do you have preference about?

Age range: _____

Gender: _____

Location: _____

Interests: _____

Personality: _____

Values: _____

Remember, don't define your target customer too narrowly!

Define your target customer in a single sentence: _____

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LESSON 1 ASSESSING THE SITUATION

What do you already know about your followers?

Age range: _____

Gender: _____

Marital Status: _____

Children: _____

Location: _____

Interests: _____

Personality: _____

Values: _____

Likes: _____

Dislikes: _____

Problem: _____

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LESSON 1 ASSESSING THE SITUATION

Solution attempts: _____

Problem duration: _____

Problem effects: _____

Desired solution: _____

Motivation for desired solution: _____

Big dreams: _____

Motivation for big dreams: _____

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LESSON 1 ASSESSING THE SITUATION

What information are you missing about your followers?

- Age range
- Gender
- Marital Status
- Children
- Location
- Interests
- Personality
- Values
- Likes
- Dislikes
- Problem
- Solution attempts
- Problem duration
- Problem effects
- Desired solution
- Motivation for desired solution
- Big dreams
- Motivation for big dreams

LESSON 1

ASSESSING THE SITUATION

ACTION STEPS

Step 1

In a single sentence, describe your target customer.

Step 2

Create a list of details you know about your followers.

Step 3

Create a list of details you would *like* to know about your followers.