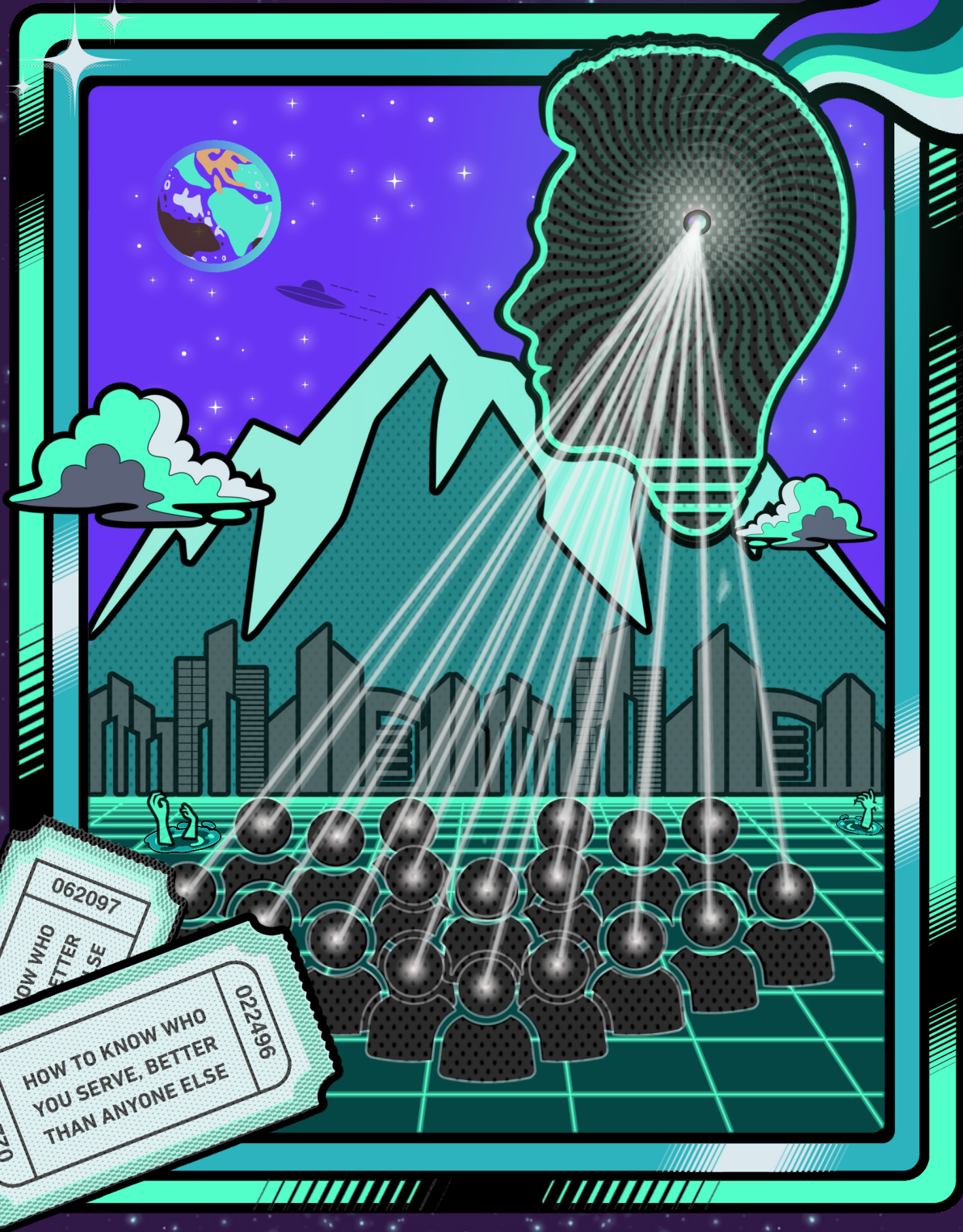


KNOW YOUR AUDIENCE





**CLICK WHERE YOU
WANT TO GO!**

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← TAP TO RETURN HERE

PURPOSE

*“So it is said that if you know others and know yourself,
you will not be imperiled in a hundred battles;*

*if you do not know others but know yourself,
you win one and lose one;*

*if you do not know others and do not know yourself,
you will be imperiled in every single battle”*

– Sun Tzu



What It Is

Your audience is ... (drum roll please) ... the people you do all of this for.

Every decision your company makes is for them.
It's why your company exists — to serve them.

Give them a name.

They are real people spending their hard-earned money on your product or service.

If they've given you a dollar, they've most likely traded their time for money in order to buy what you offer.

So, it's important to understand them.
Have fun, but take this seriously.



What It Does For You

You connect.

When you choose one type of person to serve, you become an expert on them.

You understand their problems, fears, and desires better than anyone else.

This makes them trust you more than others.

You cut through the noise of weak messages.

Your audience feels it.

They're drawn to it.



Everything you say and do will resonate with them.

This creates a stronger brand, loyal customers, and a growing community that supports your business.

You become fast.

Serving one type of person reduces unexpected variables.

You've seen their problems before, so you have a smooth process.

You deliver fast, predictable results.

Your team knows where they are going and what to expect.

You are focused.

You say no more often than yes to stay consistent.

“This is what our audience wants, and that’s what we will deliver.”



-> **Side Note**

If you can, it's great to be your own audience.

You already know how *you* think.

You make faster decisions because you naturally understand the solutions someone like you needs.

You're congruent with what you do and who you do it for.

You buy what you sell.

You develop greater insight.

But, you still need to do the work to understand your audience.

You need to explain and confirm your intuition.

===



These exercises will help you learn more about your audience.

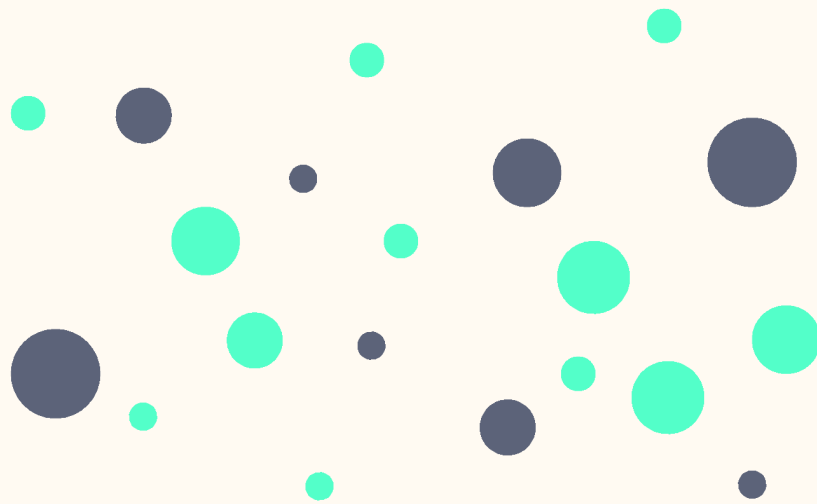
They will help you understand your audience better so you can solve their problems.

To fully understand your audience, we'll start with strategy.

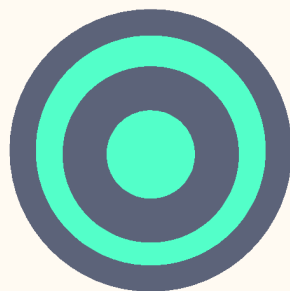
Include as many data points as possible, then collect live feedback.



After all, the better the questions ...



the better the data, information, knowledge, insight, wisdom,
and impact you can have with your audience ...



To get the most out of this content, take time to answer these questions on paper, a tablet, or a smartphone.

Write them down.

Take as long as you need.

You can do it over a few days or all at once.
Whatever works for you.

By writing it down, you'll remember the information better and have a clear idea of who to reference later.



PROBLEMS OF NOT SERVING ONE TYPE

What It Is

Fluff. Soft.

Plain. Weak.

Bland, boring, and dull.

What It Does, And Doesn't Do For You

You won't connect.

Your lack of focus will pull you into a sea of competition.
And those waves are rough.

You become indistinguishable.

When you try to cater to everyone, you don't resonate with anyone.

You can't get or keep attention because people don't think you know their problems well enough to pay you.



For example, if you had to choose between Company A, who says,

“We do everything for everyone and we’re looking to do more”

or Company B,

“We wake up every morning to solve your specific problem, for people just like you, and that’s all we care about.”

Who would you believe could help you the best?

Ok, I made one side look better – but that’s the point.

Your audience will make the same decision.

You need as many advantages as possible.



Operationally, when you don't focus on a specific audience, you're slow.

In the beginning, if you're a generalist, there's a steep learning curve with every new customer.

Because every customer is different, everything is new and it takes a longer time to deliver value.

If you like the challenge of new customers, you can do that later.

You can include other niches when you have built a strong foundation to handle variety.



WHAT YOU'LL GET OUT OF THIS

Position yourself to serve.

Qualify who you serve.

Understand:

- What traits make your audience engage
- How your audience buys
- Your audience's communication and consumption preferences
- Your audience's typical day
- Your audience's dream day
- What your audience thinks

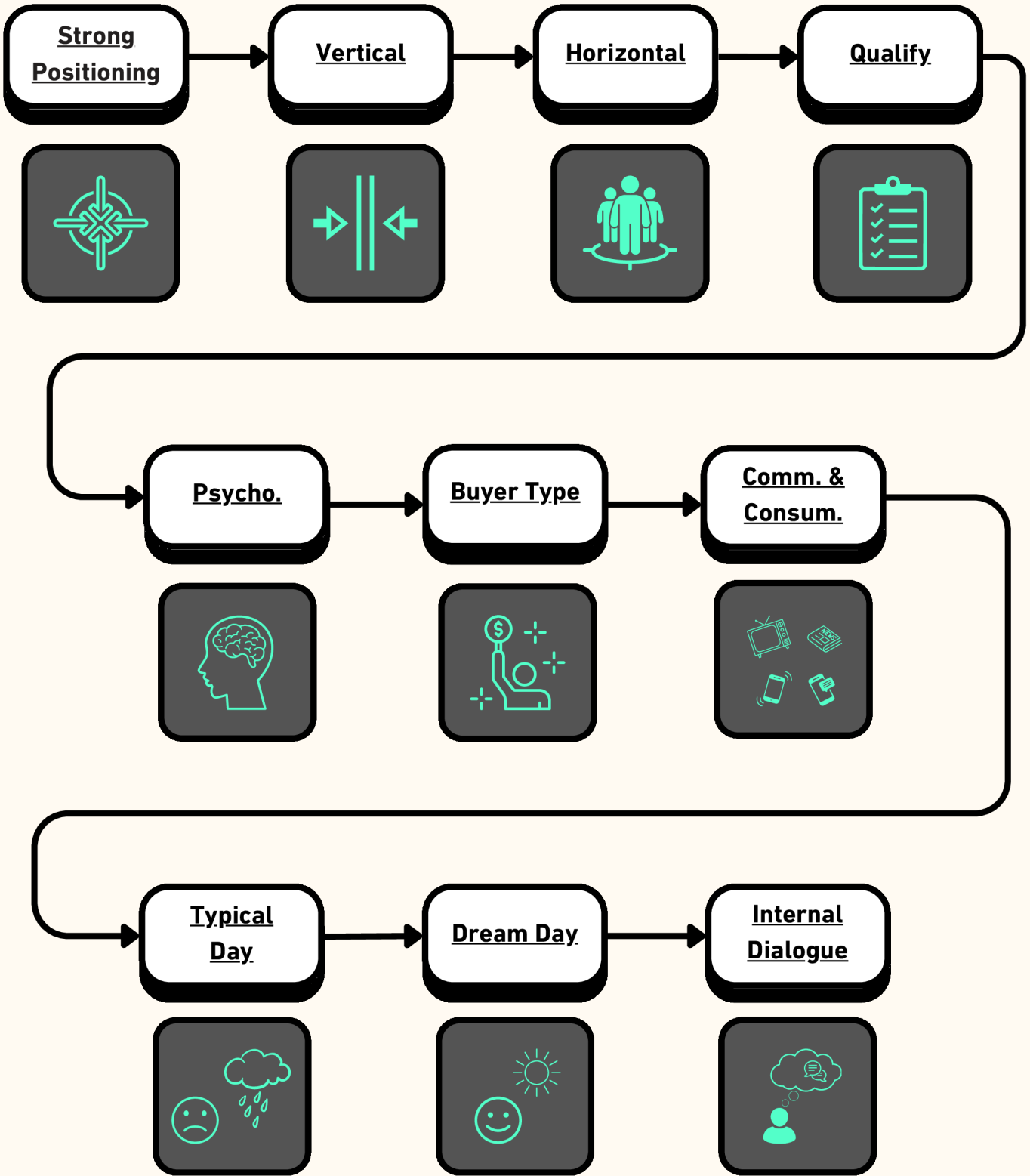
How to confirm this information.



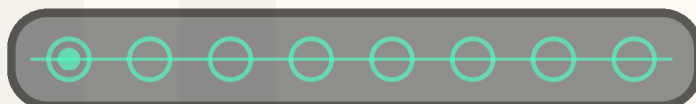


CLICK WHERE YOU WANT TO GO!

AUDIENCE ELEMENTS



Strong Positioning



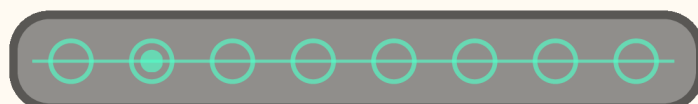
What It Is

Strong positioning combines vertical and horizontal markets.

Your vertical market is the industry.

Your horizontal market is the demographics.

Together, you get a well-defined initial audience.



What It Does For You

You can eliminate a large number of competitors with strong positioning.

Proper positioning is one of the best strategic choices you can make.

This way, people won't see you as just another bloated, unspecified generalist.

Positioning gets you closer to the coveted "market of one" category.

Your focus allows you to charge higher prices.

Customers finally get a solution, while you get more money – yay!



A vertical market focus makes it easy to find prospects.

As you serve that industry, word of mouth can spread quickly.

In B2B, if a decision-maker switches jobs and likes your solution, they might implement your solution in their new role.

So you get a two for one!

A horizontal market focus offers manageable variety.

There's plenty to learn about even one persona.

But your whole team will thank you because they're able to get better quickly.

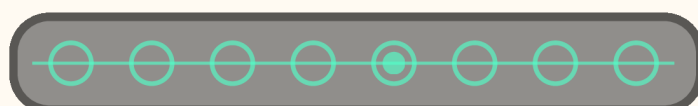
Your focus makes their lives easier.



Focusing on a demographic helps you find important features that matter to your specific audience.

Features that could only be discovered by a team of people relentlessly reviewing that data.

If you need to pivot, that knowledge can be useful in other fields.



Examples:

- “Loops”: Email marketing for SaaS
- “Gumroad”: E-commerce for digital creators
- “Figma”: UI design for non-coders



Parameters:

1. Competitors within 10 – 200?

Competition is a tricky relationship.

While it's nice to think you're the first with an idea, others likely have a similar one. Dare I say ... the exact same one.

Competition isn't the worst thing in the world.

It validates your idea is good since others want to pursue it too.

This workbook helps distinguish yourself enough to calm mental alarms sirening, "That's my idea!"

** If no one else has your idea, you need to validate it with product-market fit (AKA, people really like using your stuff).

So if you're a pioneer, get comfortable with no reference point and some wandering along the way.



Parameters (continued):

2. Prospects within 2,000 – 10,000?

“But everyone could use my product.”

Maybe, but not everyone can or should use it at first.

Big companies that sell to everyone (i.e., your Magnificent Seven) have the infrastructure to handle it.

You have a better chance of success by solving a specific problem well.

You can tackle bigger problems for more people as you grow.

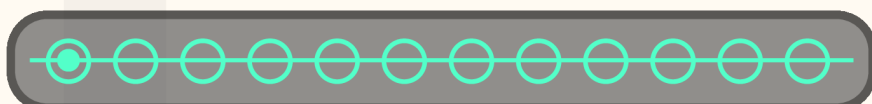
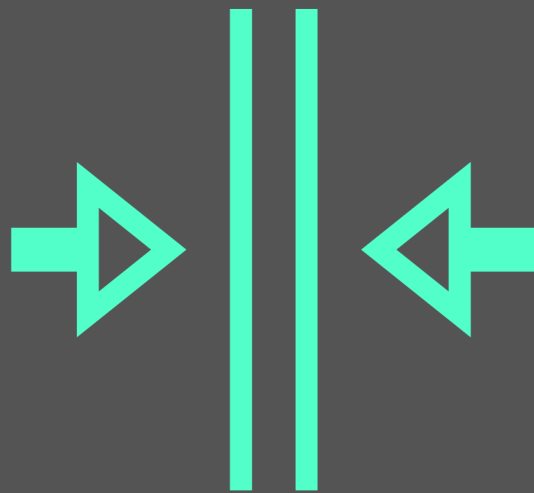
Make 100 people love you.

Plus, the big guys can't use the “small guy” card.

That card has limited uses, so don't rely on it forever.



Vertical





What It Is

It's the "four degrees of separation" from your competition within an industry.

You've heard "the riches are in the niches" – it's true.

This is how you get there.





What It Does For You

You can establish authority by claiming expertise in a specific area.

Your claims will carry more weight.

This way, you don't have to work with audiences that aren't a perfect fit.

This leads to better results for those you serve.

Creating a virtuous cycle of positive reinforcement.





Write Down Answers To:

1. Market: What is your market?

Whatever you sell, your product or service solves a basic human need.

And all products/services can be traced back to three main markets.





Are you helping them ...

- improve well-being? (Health)
- make money? (Wealth)
- connect with others? (Relationships)

What is your market?





Write Down Answers To:

2. Category: What is your category?

Within that basic need, there are more specific categories.

This begins to bleed into more specific industries.

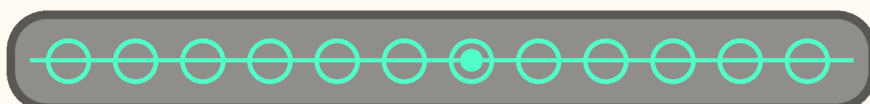




Types of Categories:

- Health: agriculture, healthcare, fitness/exercise, nutrition/diet, mental health & wellness, etc.
- Wealth: investing/trading, B2B, personal finance, education, etc.
- Relationships: dating/romance, parenting/family dynamics, conflict resolution, etc.

What is your category?





Write Down Answers To:

3. Discipline: What is your discipline?

This is where focus begins.

It's a clear and maybe even "traditional" discipline.





Types of Categories:

- Health: Nutritional coaching, physical therapy, mental health app
- Wealth: Cryptocurrency exchange platform, real estate investing, digital marketing, etc.
- Relationships: Dating app, marriage counseling, parental coaching

What is your discipline?





Write Down Answers To:

4. Niche: What is your niche?

Your focus should be so specific that you ask yourself, “are there even enough people for this?”

By the end, you should fit within the competitor and prospect parameters.

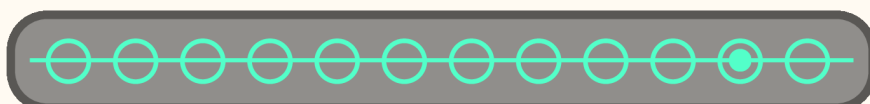




Types of Categories:

- Health: Paleo diet coaching for specific health conditions, Physical therapy for former athletes, Mental health app for college students
- Wealth: Cryptocurrency exchange for first time investors, real estate investment in high growth areas, digital marketing for tree service businesses
- Relationships: Dating app for seasoned professionals, marriage counseling for newlyweds, parental coaching for single parents

What is your niche?





To Recap:

1. What is your market?
2. What is your category?
3. What is your discipline?
4. What is your niche?



Horizontal





What It Is

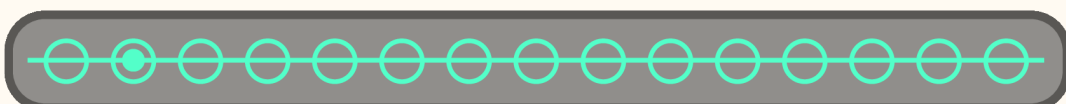
Common traits of your ideal audience.

What It Does For You

You can effectively target your audience when running ads, creating content, or any form of mass communication.

This way, you don't spend more time or money than needed to reach those most likely to buy.

Your communication efforts become more efficient.





Write Down Answers To:

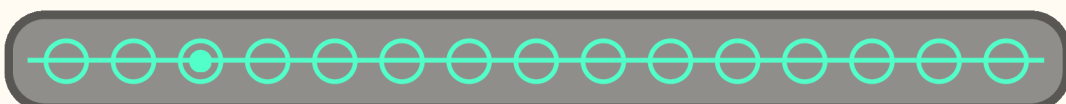
Age: What is their age range?

Generations have similar traits, values, and goals. Knowing these similarities helps us find who will use our product.

Narrow it to 10-15 year increments.
If broader, it's not specific enough.

Side Note:

- <22 years old: Organic is an option
- >22 years old: Paid matters more
- If you want to spread rapidly, word of mouth has a better chance of going viral with users before age 22 -- it's a peak time in our lives where we're meeting new people.
- After 22, the number of new friends we have drops dramatically, meaning you'll most likely reach people through paid ads.





Age Ranges:

- 18-25
- 26-35
- 36-45
- 46-55
- 55+

What is their age range?





Write Down Answers To:

Gender: What is their gender?

Men and women think differently and speak different "languages."

Knowing your audience's gender affects your branding and communication.

Men will respond better to direct language, whereas women might prefer more cooperative language.

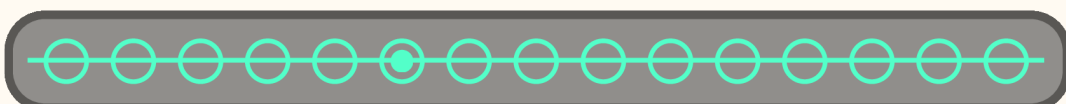




Genders:

- Male
- Female

What is their gender?





Write Down Answers To:

Political Affiliation: What is their political affiliation?

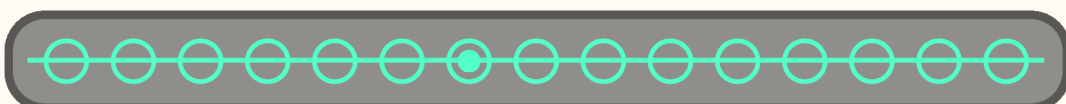
Beliefs affect someone's worldview.

To create brand affinity, accept that some people won't jive with you.

That's fine.

There's plenty more than I will list later, do some digging.

While two main parties in America get the spotlight, there's plenty of grey area and nuance across the political party spectrum.

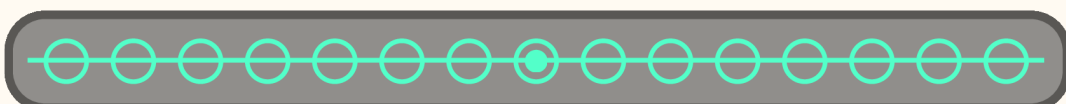




Political Affiliations:

- Conservative
- Democrat
- Liberal
- Libertarian
- Moderate
- Republican
- None

What is their political affiliation?



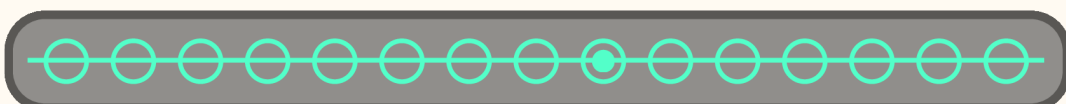


Write Down Answers To:

Geographic Location: What is their geographic location?

You might want a global reach, but at first, precise communication helps you cut through the noise like a scalpel.

Even focusing on a specific type of location (rural, suburban, or urban) helps hit the “bullseye.”

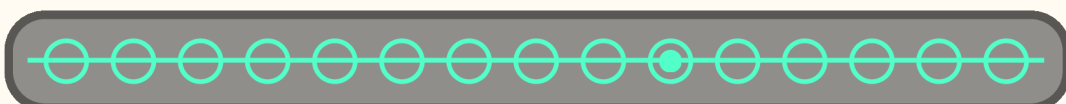




Geographic Location:

- Country
- State
- City
 - Borough?
- Landscape
 - Rural
 - Urban
 - Suburban

What is their geographic location?





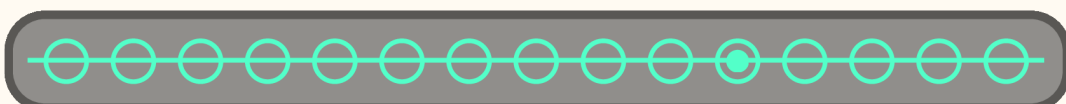
Write Down Answers To:

Relationship Status: What is their relationship status?

People's priorities change.

Getting married or starting a family might not be important to someone now, but it might be the most important thing to someone else.

Different priorities effect your audience's worldview and if your product even fits their stage of life.

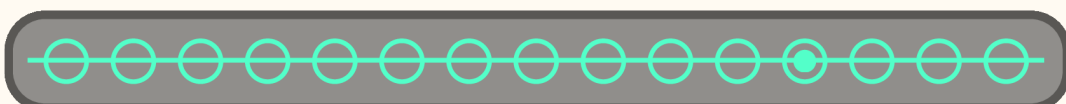




Relationship Status:

- Single
- Married
- Divorced

What is their relationship status?





Write Down Answers To:

Name: What is their name?

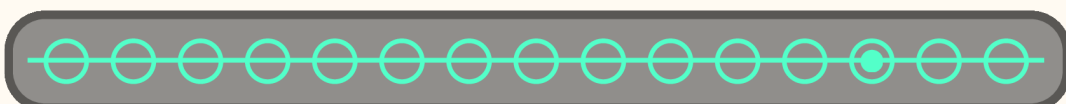
Lumping people into a digit is an easy trap.

Whether it's Crypto Carl, Scheduler Suzie, or Reading Randy, giving your audience a name helps personalize the process.

That name reminds you that you're talking to real people, not just performance metrics.

You can use this later when making decisions:

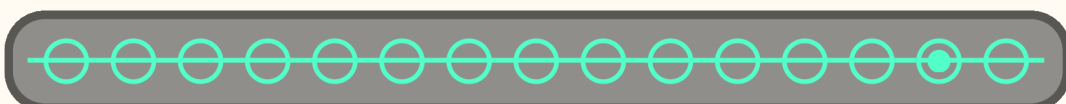
- Would [name] like that?
- Would [name] love that?
- Is this exactly what [name] needs to ... ?



Names:

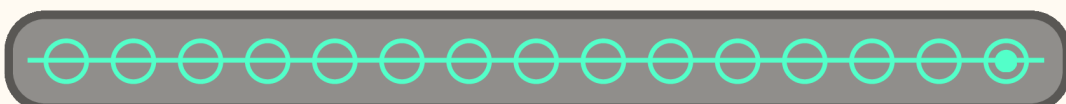
- Reading Randy
- Crypto Carl
- Scheduler Suzie

What is their name?



To Recap:

- What is their age range?
- What is their gender?
- What is their political affiliation?
- What is their geographic location?
- What is their relationship status?
- What is their name?



Qualify





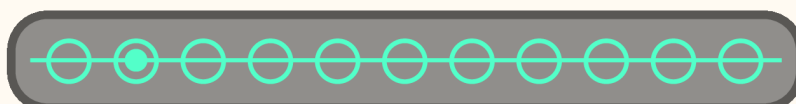
What It Is

Evaluating if this is an opportunity worth pursuing.

Some markets have good, wholesome people in need of a solution.

But it's not always worth pursuing if you can't profitably sustain your problem-solving.

There are countless stories where a great solution was created, but their audience (or adjacent audience) didn't find it valuable enough to spend money on -- we just never heard of them.





What It Does For You

You can evaluate if this opportunity can be profitable long-term.

This way, you don't have to second guess your efforts.

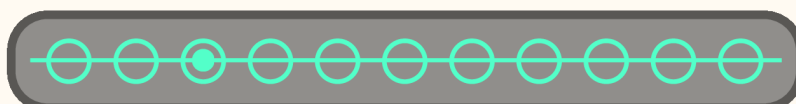
The point of positioning is to eliminate as much initial competition as possible.

Qualifying checks if the space is viable.

Keep in mind, if you do well and gain attention, there will be copycats.

Take your time and choose wisely because, if successful, you could be in business for several years.

Make sure it's worth it.





Write Down Answers To:

1. **Growing:** What is the TAM, SAM, and SOM?

Your **TAM** (Total Addressable Market) asks, how big is the entire potential market? And, is it growing annually?

It's hard to grow your slice of the pie if the pie is shrinking year over year.

Your **SAM** (Serviceable Addressable Market) is part of your TAM, usually focused on a specific location – think “North America”.

Your **SOM** (Serviceable Obtainable Market) is part of your SAM and shows the realistic number of users you can service in that area.

If your company is new, you don't have any data.

If you have data:

- Last Year's Revenue ÷ Last Year's SAM = Last Year's Market Share
- Last Year's Market Share x This Year's SAM = SOM





Write Down Answers To:

2. Pain type?: Is there a problem they're experiencing that needs your attention?

If they're not in trouble, they don't need saving.

But, if potential customers aren't asking for a solution, don't lose hope.

Great products reveal hidden pain.

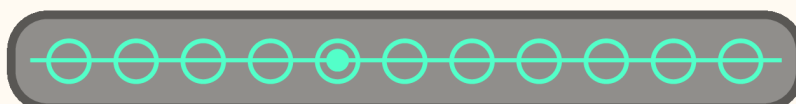
Plenty of people have problems they were coping with or using a makeshift solution for.

So, if someone isn't willing to pay for your service, do not fear.

It might not be valuable enough yet.

You could be targeting the wrong audience.

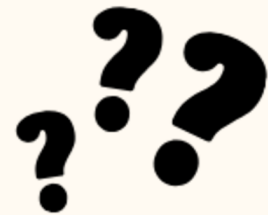
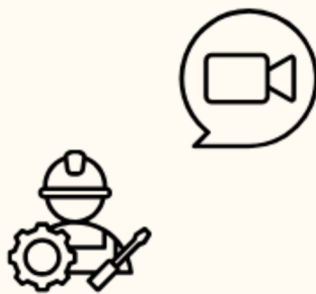
Or, you haven't explained the problem well enough.





To classify the pain, use the **BLAC** model:

Blatant

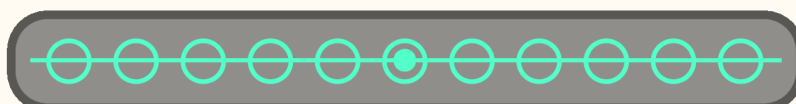


Latent



Aspirational

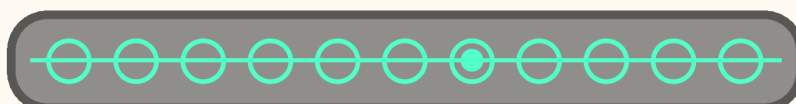
Critical





**Pro Tip: Frame your product as Blatant *and* Critical.
If your solution isn't implemented now ...**

--> what are the consequences?





Examples:

Blatant

An obvious need that most people recognize.
Zoom during COVID, or a plumber when you're toilet breaks (you might really need it).

Latent

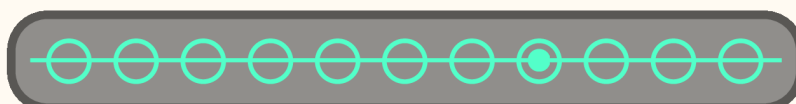
Needs that aren't clear at first, but once people use the product, they can't go back.
Virtual/Augmented Reality.
It will be big someday, but not yet.

Aspirational

Long-term visions that need lots of money before people accept them.
AI pocket companion.
Not adopted yet, but wouldn't it be cool?

Critical

People are struggling with this problem now.
They need a solution to move forward.
Cybersecurity software.
Without it, livelihoods are at risk.





Write Down Answers To:

3. Findable?: Can you find them?

It's one challenge to make yourself findable.

But, it's almost impossible to grow your customer base if you don't know where they are.

In a later section, we'll choose the best way to communicate with your audience.

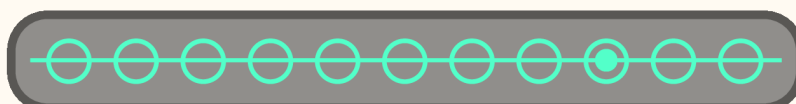
For now, we're just focusing on accessibility.

Whether you're in B2B or B2C, people are eager to make themselves known.

You can use a contact information provider to get emails and phone numbers.

These services want to give you accurate information, so they won't lead you astray.

Even if your audience is in a mature industry and avoids an online presence, high-quality contact info services can find them.





Write Down Answers To:

4. Purchasing Power: Can they buy it?

If they can't afford what you're selling, you'll have a tough time.

Discount games have been around since the first stone wheel was sold.

It's a negative perception pit you can't escape.

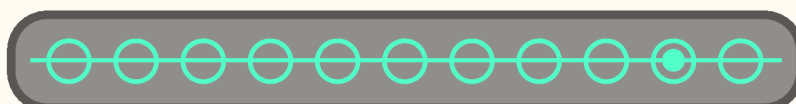
This may sound like "selling out," but you can support yourself by providing high-end, white-glove services and charging higher prices to those who can afford it.

Later, you can handle mass demand when the volume game is profitable.

Or, like Scott Galloway describes Apple -- Ferrari margins with Toyota production volume.

Even if you're not directly charging your customers, the money has to come from somewhere.

So make sure that the audience can afford it easily.





To Recap:

1. Are they growing?
 - What is the TAM? SAM? and (if applicable) SOM?

2. What type of pain are they in?
 - Blatant? Latent? Aspirational? Critical?
 - Or, how is it Blatant & Critical?

3. Can you easily find them?

4. Can they buy what you're selling?



Psychographics





What It Is

While our horizontal market (demographics) focused on identifiable, measurable data points, psychographics focus on qualitative data.

These traits are more abstract and harder to measure.

However, they attempt to explain why people do what they do -- and that's info gold.





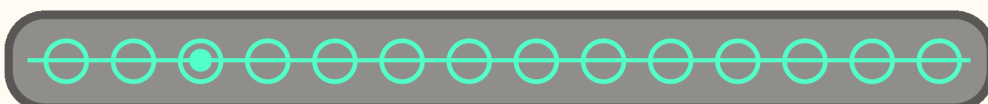
What It Does For You

You can gain key insight into what makes people tick and how to communicate with your audience effectively.

This way, you don't waste time releasing content, a sales message, or creating customer experiences that won't engage them.

For one audience, upbeat, bright, and creative colors might be perfect.

But for another, those choices could seem “unprofessional” and repel them entirely.



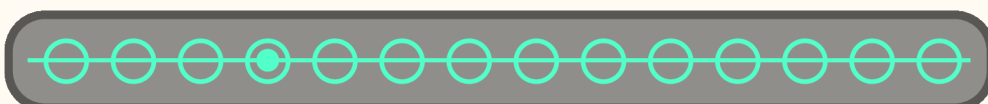


Write Down Answers To:

1. Openness? Does your audience enjoy variety or stick with what's familiar?

Someone inventive/curious might enjoy product features for discovery or randomization.

Someone consistent/cautious would prefer reliable step-by-step progress tracking.





<u>Inventive/Curious</u>	<u>Consistent/Cautious</u>
Quickly notice and seize opportunities	Aim for precision in their projects
Easily adapt to new situations	Sometimes struggle to start working
Drawn to novel experiences	Value practicality and real-world approaches

1. Is your audience Inventive/Curious, or Consistent/Cautious?





Write Down Answers To:

2. Conscientiousness? When working, how important is organization to your audience?

Someone efficient/organized would like marketing messages that emphasize staying on top of projects with a comprehensive management system.

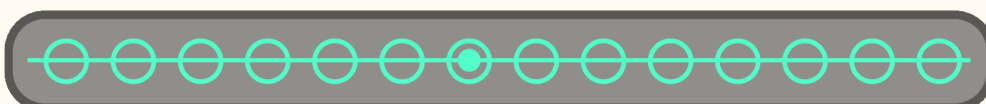
Someone more spontaneous/undisciplined might feel “boxed in” or restricted by that.





<u>Efficient/Organized</u>	<u>Spontaneous/Undisciplined</u>
Plan meticulously and stick to their plans	Approach tasks haphazardly without much planning
Arrange their tasks methodically	May communicate ambiguously or vaguely
Always fulfill their promises	Often lack a clear plan or are careless about planning

2. Is your audience Efficient/Organized, or Spontaneous/Undisciplined?



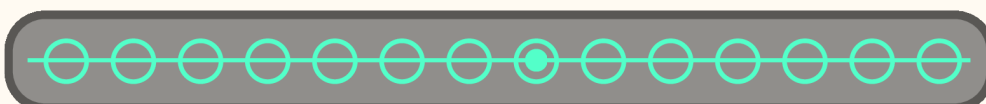


Write Down Answers To:

3. Extraversion? How does your audience react when dealing with people?

Someone outgoing/energetic would like branding that's bright and emphasizes connection.

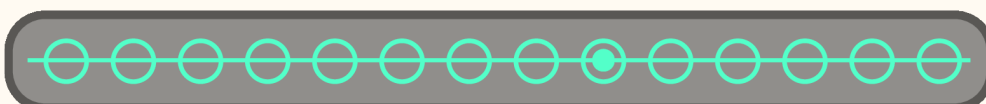
Someone reserved/reflective would value individual productivity.





<u>Outgoing/Energetic</u>	<u>Reserved/Reflective</u>
Often bring liveliness to gatherings	Easily pick up on others' emotions
Adapt readily to suit different tasks	Prefer others taking the lead.
Comfortable in social situations	Enjoy spending time alone to recharge

3. Is your audience Outgoing/Energetic, or Reserved/Reflective?





Write Down Answers To:

4. Agreeableness? Does your audience work towards harmony within groups, or are results the highest priority?

Friendly/compassionate audiences would like marketing materials that promote teamwork and collaboration.

Competitive/critical audiences would prefer messages that emphasize winning, analytics, and benchmarking.





<u>Friendly/</u> <u>Compassionate</u>	<u>Competitive/Critical</u>
Empathetic toward others	Assert themselves when needed
Find meaning in helping others succeed	Skilled at giving impromptu speeches
Readily acknowledge their mistakes	Base decisions on factual evidence

4. Is your audience Friendly/Compassionate, or Competitive/Critical?



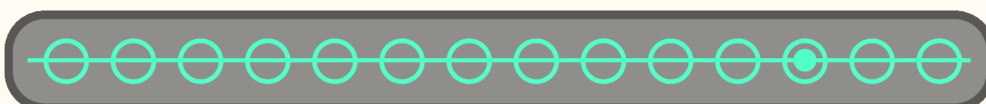


Write Down Answers To:

5. Neuroticism? Is your audience prone to negative feelings?

Someone sensitive/nervous might appreciate product features that provide simple, clear navigation.

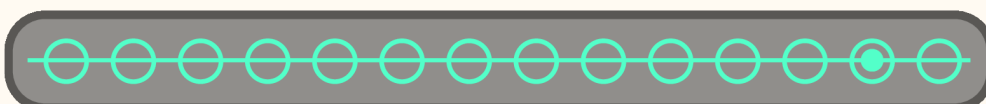
Someone resilient/confident would prefer features that require more complexity and self-management.





<u>Sensitive/Nervous</u>	<u>Resilient/Confident</u>
Feel stress easily	Manage their anger well
Sometimes hold back their thoughts	Respect objectivity in others
Become upset easily	Remain calm under pressure

5. Is your audience Sensitive/Nervous, or Resilient/Confident?





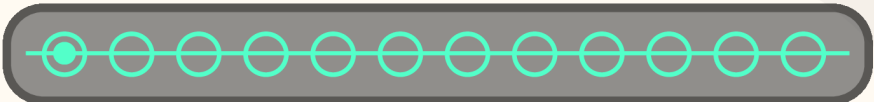
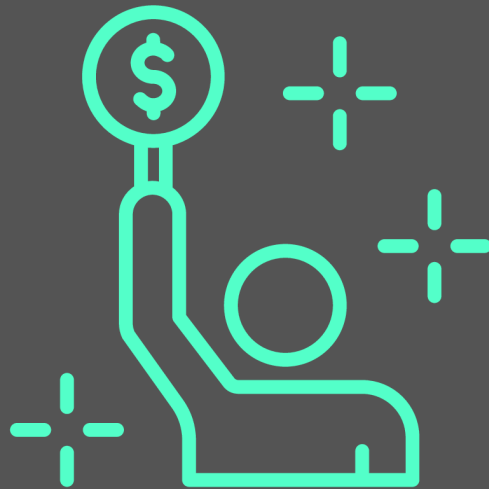
To Recap:

What is their level of ...

1. Openness?
2. Conscientiousness?
3. Extraversion?
4. Agreeableness?
5. Neuroticism?



Buyer Type





What It Is

Classifying the type of motivations, causes, and concerns our audience has around buying.





What It Does For You

You can understand your audience's relationship with money.

Their view on money affects their decision to choose your product.

This way, you don't emphasize things that aren't important to them.

Are they on a budget and saving every penny?

Are they in a hurry and "money is no object"?

Even in B2B, organizations are made up of people with buying types.

It helps to understand the thoughts of decision-makers.

Their habits influence how they make decisions.





Write Down Answers To

- How urgent is their need for this product/service?
 - Within a day? Week? Month? Quarter? Year?
- Can they look at different options or do they need a quick fix?
- Are they willing to pay more for immediate attention?
- Is it important to build a long-term relationship with them for better results?
- Is senior management involved in the decision-making process?





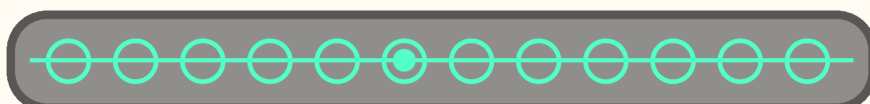
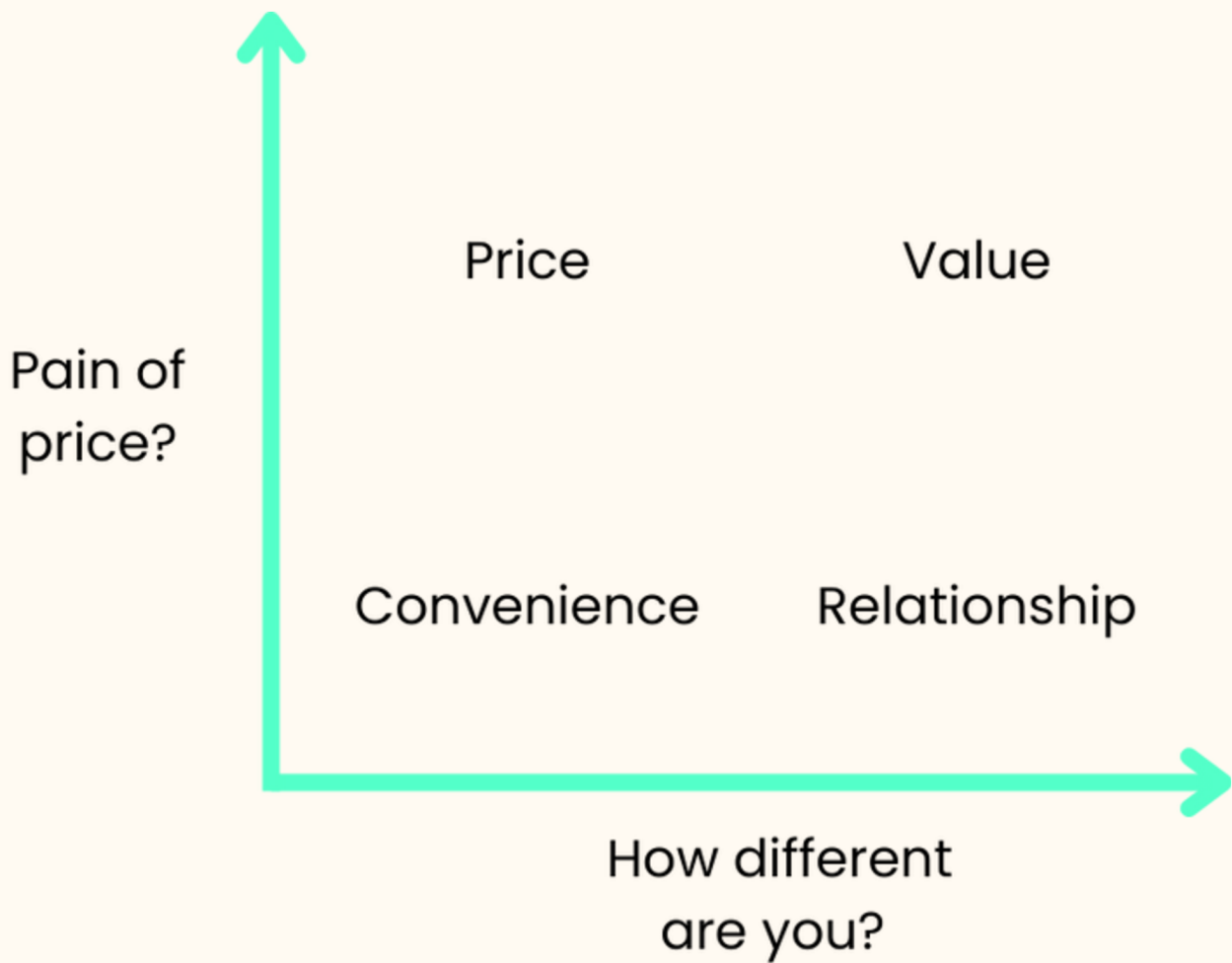
Write Down Answers To

- Does the purchase heavily depend on price?
- Do they often switch suppliers to get a better deal?
- Aside from price, what is the next most important factor?
- How do they measure success when using your product/service?
- Do they prioritize quality, price, brand, or time when deciding on a purchase?





Buyer Type Chart:





Buyer Types:

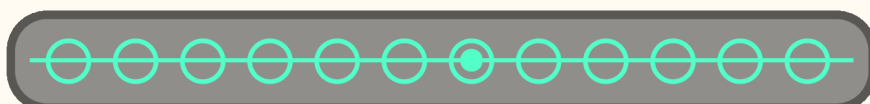
Convenience

They prioritize speed and ease of purchase over price or distinctiveness.

Typically not concerned with price and will have high expectations.

Don't under-deliver.

- Ex: Emergency IT support, on-demand cloud storage, quick-launch e-commerce platforms, online payment providers.





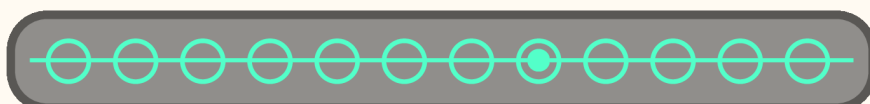
Buyer Types:

Relationship

Usually in a B2B scenario, valuing strong long-term partnerships with vendors.

Appreciates high-touch, proactive approach.

- Ex: Enterprise Resource Planning (ERP) systems, Customer Relationship Management (CRM) software, marketing automation platforms, supply chain management.





Buyer Types:

Price

Ideally, you don't want to deal with this type of buyer unless your strategy is to dominate the market because they are very sensitive to price.

They can easily switch providers frequently.

So, only way to keep this buyer long term is to continually reduce overall cost.

- Ex: Affordable website builders, basic email marketing tools, low-cost freelance development services.





Buyer Types:

Value

Their main goal is to get a return on investment and can tolerate higher prices upfront if other risks are mitigated.

The more features and bonuses added on will demonstrate the “bang for their buck,” making a smoother sales process.

- Ex: Business intelligence tools, machine learning platforms, advanced cybersecurity solutions.





Bonus Buyer Type:

The Bluff

This buyer will present a front as a price buyer, but they are actually a value buyer.

While it may seem disingenuous, don't take it personally.

It may be a cultural habit to get the most value before engaging in a partnership.

Or, they might just enjoy the game of negotiation.

- Ex: Enterprise software licenses, strategic consulting services, creative/design contracting, data center solutions.





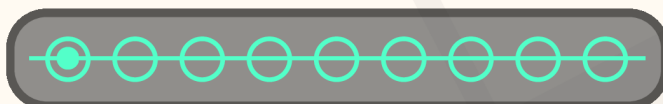
To Recap:

What type of buyer are they?

- Convenience
- Relationship
- Price
- Value
- The Bluff



Communication & Consumption





What It Is

Prioritizing the initial platform to target your audience and the preferred method of doing business.





What It Does For You

In the beginning, your time, money, and efforts are limited.

Give yourself the best chance of reaching your ideal audience.

Meet them in their world.

With so many ways to communicate, there's usually one mode your audience likes best.

This way, you don't have to spread your efforts across multiple channels.

You can focus on the one that gets the most initial traction.

You can expand to other platforms later.

And to pick the initial platform, it all depends on how well you know your audience.





Write Down Answers To:

Communication:

- Do they prefer communicating via email, phone calls, instant messaging, or in-person meetings for business-related discussions?
- Are they more comfortable with daily check-ins, weekly updates, or occasional meetings to stay connected?
- Do they prefer direct, concise communication, or do they appreciate detailed and descriptive messages with comprehensive information?

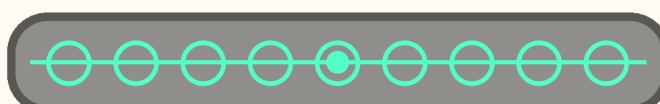




Communication Examples:

- A younger demographic might feel more comfortable with fewer touches, social media DMs, and no meetings.
- An older demographic might appreciate higher touch, phone calls, and in-person meetings.

How does your audience prefer to communicate?





Write Down Answers To:

Consumption:

- Which platform do they engage with the most:
 - LinkedIn?, Facebook?, X?, Instagram?, Snapchat?, TikTok?, YouTube?, Other?

- Do they actively participate in online forums, industry-specific groups, or social media communities for networking and knowledge-sharing? If so, which ones?

- When seeking information or entertainment, do they prefer:
 - Written articles?, Audio podcasts?, Video presentations?, Interactive webinars?

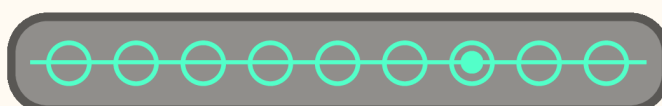




Consumption Examples:

- A younger demographic prefer short-form video content.
- An older demographic might prefer longer, written content.

How does your audience prefer to consume content?



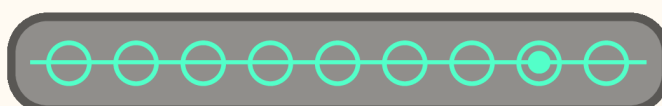


Pro Tip:

Eventually, you'll want to expand to all platforms with all types of content because you'll need to continue to reach newer and newer channels as you've saturated the space.

But don't worry, if you've done an accurate TAM evaluation, you're seeing there's plenty of ocean to explore.

For now, master one channel or type of content.





To Recap:

1. What type of communication does your audience prefer?
2. What type of content does your audience prefer?



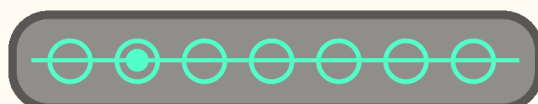
Typical Day





What It Is

Mapping out your audience's typical habits.





What It Does For You

You're able to find the best times in their day to reach them, digitally or physically.

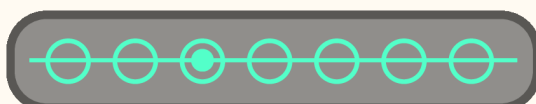
We are creatures of habit.

As time goes on, those routines become more ingrained.

Understanding someone's typical day helps us identify moments to connect when they're most receptive, and avoiding interruptions during important times.

For example, someone might be a busy executive with only a few minutes before their day starts at 8 AM.

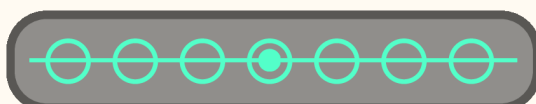
For others 8 AM will get you banished to the "blocked caller" black hole.





Pro Tip:

Knowing their daily schedule also provides insights into other challenges they face, opening up more opportunities for your solution.



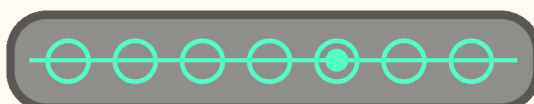


Write Down Answers To:

Write out what a normal Tuesday would look like for them. Every 15 minutes, what are they doing?

For Example:

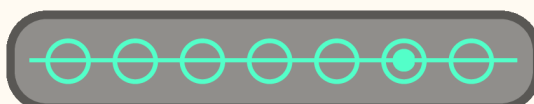
- When do they wake up?
- What's their morning routine? Do they work out?
- How do they commute? How long is their commute?
- What do they listen to on the way to work?
- What do they do before starting work?
- What do they do for work in the morning?
- What do they do for lunch?
- Do they eat out or bring lunch?
- What pulls their attention after lunch?
- What do they do for work in the afternoon?
- When they commute back what do they listen to?
- Do they have kids?
- What do they do to relax?
- Do they have sports, hobbies, or other interests?
- Do they have a side hustle?
- What do they do for dinner?
- What do they watch on TV? Do they even watch TV?
- What do they do before bed?





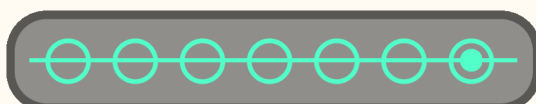
Example:

- 6:00 AM: Morning Routine (Potentially -- Meditate/Spiritual Time/Working Out/Stretching/Reading)
- 6:30 AM: Get ready (hygiene)
- 7:00 AM: Breakfast
- 7:30 AM: Commute
- 8:00 AM: Work (possibly an engineer, potentially remote work)
 - Boring job, emails, meetings, unchallenging/unfulfilling work, daydream about starting a business, check social media, read industry articles
- 12:00 PM: Lunch
- 12:30 PM: Back to work
- 4:30 PM: Commute
- 5:00 PM: Run errands
- 5:30 PM: Dinner
- 6:30 PM: Decompress (video games, TV, etc.)
- 9:00 PM: Potentially read
- 9:30 PM: Evening routine/bed

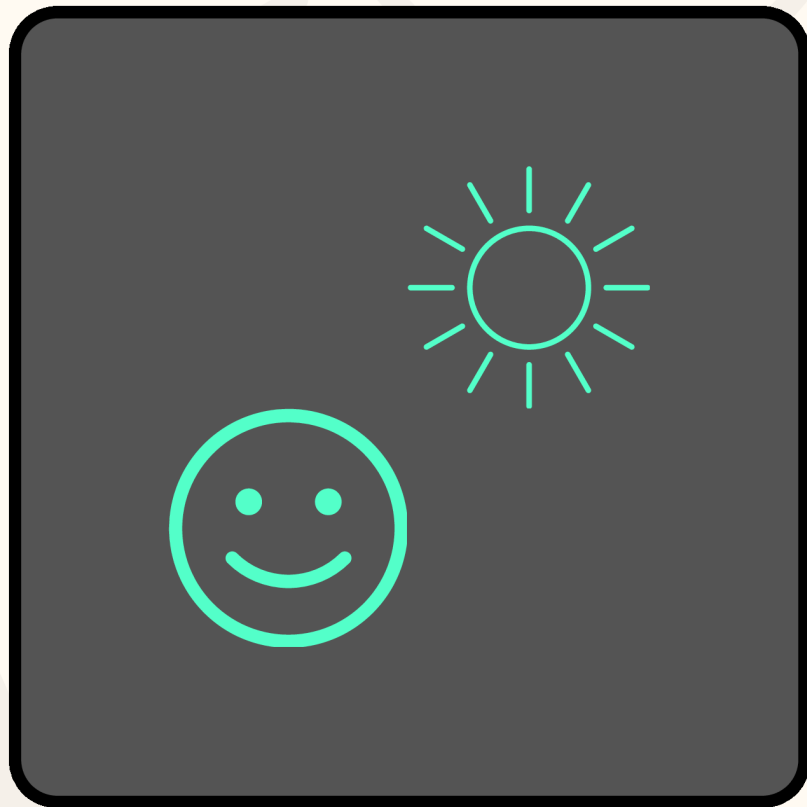




What does their *typical* Tuesday look like?



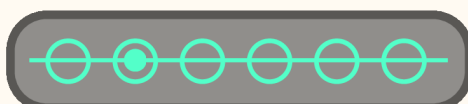
Dream Day





What It Is

The ideal destination they're aiming for.





What It Does For You

You can communicate how your solution speeds up their journey to their ideal day.

This ensures you talk about goals that really matter to them.

Ask yourself, “how does my solution help make their dream day real?”

It doesn't have to be a huge goal.

Maybe it's automating tasks so they have more time with their kids.

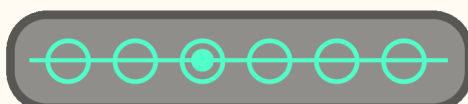
Or cutting down on costs to provide employees with perks.

Or boosting their health for a longer life.

No matter their dream day, connect your product to helping them get there.

Even if it's just a little bit.

(But hopefully it's more than that!)





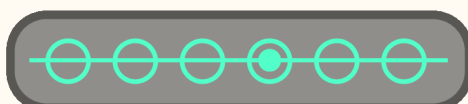
Write Down Answers To:

Describe their *ideal* Tuesday.

Every 15 minutes, what are they doing?

Inverse the typical day, or for example:

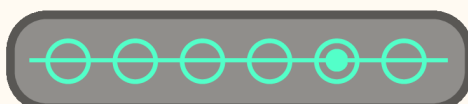
- What do they not have to deal with anymore?
- Do they want to work?
- Did they launch a business of their own?
- How successful are they?
- Where do they live?
- Do they travel?
 - How often?
 - Where have they been?
- Are they building a house?
- Are they starting a family?
- What car do they drive?
- What charities or causes are they able to support?





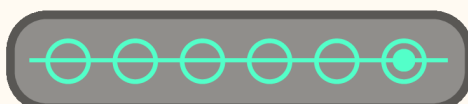
Example:

- 6:00 AM: Morning Routine (Potentially -- Meditate/Spiritual Time/Working Out/Stretching/Reading)
- 6:30 AM: Get ready (hygiene)
- 7:00 AM: Enjoy slower breakfast w/ family
- 7:45 AM: No more commute, warm-up walk!
- 8:00 AM: Begin work on your own business
 - Writing, designing, building, improving current business
- 12:00 PM: Super bougie healthy lunch
- 1:00 PM: Back to business
 - Meetings with department heads -- business is humming along!
- 2:30 PM: Cut work day short (because you can)
- 3:00 PM: Fun family activity planned
- 6:30 PM: Dinner & Date night at 5 star restaurant
- 9:00 PM: Read
- 9:30 PM: Evening routine/bed

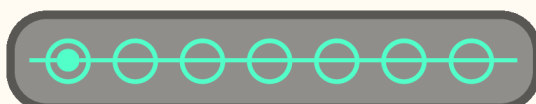




What does their *ideal* Tuesday look like?



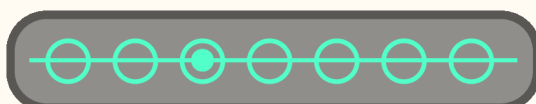
Internal Dialogue





What It Is

The best way to understand their thoughts is by putting yourself in their shoes.





What It Does For You

You can anticipate requests.

Whether speaking to them on a large scale or designing their customer experience, you will create greater engagement.

This way, you don't miss opportunities to create an evangelical audience.

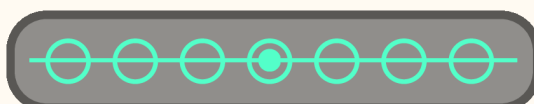
Even if your product is perfect for them, they might not know why they need it.

As Rory Sutherland says, "It's not enough to be right, you have to be persuasively right."

And, it is possible to be persuasive and ethical!

If you know what they think, you can better understand their point of view.

If you understand their point of view, you can lead them to your solution.





Side Note (Soap Box Moment):

Some people, even with inferior products, are competing against you and winning.

Some may even have bad intentions, but they are persuasive and are taking business away from you!

What about you?

Do you have good intentions?

Does your product help people solve a meaningful problem?

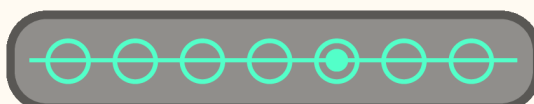
Then there's nothing wrong with that!

But being a good person with a great solution doesn't always make people change their situation.

Humans are often stubborn.

Lucky you – whether you realize it or not, you're in the business of change management.

So, don't you think – for the sake of your customers – you should learn how to be persuasive?



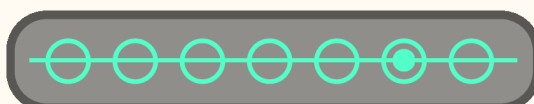


Write Down Answers To:

A great way to understand what they think is to find out:

- What are 5-7 of their fear-based thoughts?
 - What are they running away from?
 - What's their nightmare?
 - What matters most to them right now? What if that was taken away?
 - "What happens if I ..."
 - *never ... ?*
 - *don't ... ?*
 - *can't ... ?*
 - "What will happen to ..."
 - *me?*
 - *my family?*
 - *my friends?"*

- What are 5-7 of their dream-based thoughts?
 - What are they trying to accomplish?
 - What's their dream?
 - What matters most to them in the future?
 - "What would happen if I ..."





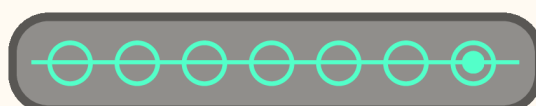
Example:

Fear-Based

- *What if I don't succeed?*
- *How do I know what I'm supposed to learn?*
- *What if I waste my time/money learning the wrong thing?*
- *What if my product fails in helping people?*
- *What if I let my family down?*

Dream-Based

- *What if my product succeeds?*
- *What if I'm able to provide for my family?*
- *What if I'm able to make my family proud?*
- *What if I'm able to make a positive impact?*
- *What if I'm able to not have to worry about money?*
- *What if I'm able to give back to people?*





To Recap:

1. What are their fear-based thoughts?
2. What are their dream-based thoughts?



NEXT STEPS

Congrats on answering all those questions!
I mean, that's what you've been doing, right?

Now it's time to test these ideas for real.
Interview 100 potential users.

Seriously.

What?

Did you think I'd let you leave without testing your
guesses?

It's good to think, plan, and guess, but you need to hear
from real people to know if you're on the right track.



Here's What We'll Do:

1. Organize names of people we know
2. Start conversations with them
3. Ask if they know anyone that might benefit from our solution
4. Send them a link

At The Same Time:

5. Connect in relevant online forums
6. Start conversations with people we don't know yet
7. Ask to send them a link
8. Send them a link



1. Organize Names of People We Know

Start with people you know.

Organize your entire contact list—phone numbers, social media connections, and emails—into a spreadsheet or CRM.

Follow the template on the next page.



<u>Name</u>	<u>Status</u>	<u>Next Reach Out</u>	<u>Follow Up Type</u>
John Doe	(Sequence) 1. List of Names 2. Next Up 3. Follow Up 4. In Convo 5. Questionnaire Sent 6. Completed	1/1/25	(Options) <ul style="list-style-type: none"> • 1 • 2



2. Start Conversations With Them

Check if they've posted on social media.

Reach out mentioning that post:

- *"Hey just saw [social media post], wanted to [check in/reach out]! How's everything going?"*

If they're in your contact list but you don't know them at all, you can ask:

- *"Hey [their first name], [your first & last name]. Not sure how we met, but I saw your name in my phone. Figured I'd reach out! Are you in the [your city] area?"*



If you're unsure how to begin a conversation (seriously, I'm not being sarcastic), try this framework

FORM:

- **F**rom (Where they currently live, their hometown, or if they've moved.)
- **O**ccupation (what do they do for work?)
- **R**ecreation (what do they enjoy doing in their free time?)
- **M**essage (What do you want them to know? Introduce your business and share what comes next!)



If you have a great relationship with the person (like seeing them every week), you might only need to catch up two or three times before asking for their help.

You might even go right into asking for their help after an initial text.

Use your intuition!



3. Ask If They Know Anyone That Could Benefit From Our Solution

Once you've warmed up the conversation, ask:

- *"So, I wanted to ask, I'm gauging interest in a [type of solution] that helps [people/companies] [achieve dream outcome]."*
- *I'm giving away [premium memberships] for free, for life, to the first [100] people that complete a questionnaire.*
- *Does anyone you know come to mind that might benefit from something like that?"*



If they say:

- **[Yes]** Awesome! Thank them, and send the link.
- **[I'll think about it]** or **[Nobody comes to mind right now]**, follow up with:
 - *“Well, if someone ever does come to mind, you'd be helping out a lot by sharing the link with them. Thank you!”*
 - Send the questionnaire link.
 - Return to the conversation: *“Anyways, how's [XYZ] going so far?”*
- **[No]** Egg their house – no, no don't do that!
 - Appreciate their honesty, don't take it personally, and move on.



Tip for Multiplying Responses

After getting 10, 20, or 30 true interests, mention how many giveaways you've given away already.

It creates authentic scarcity because you're genuinely running out!



What To Do If They Don't Respond

Follow up 3 times. 1 follow up per day.

What to say:

- Follow up 1: “Hey is this [first name], or wrong number?”
- Follow up 2. (Get creative and match your personality.) -- Here are some options:
 - “🎧👉👉 is this thing on?”
 - “?”
 - “Hoping you can help me out, got a second?”

If they still don't respond, put them to the bottom of the list and try a different platform.

You can always return to them later once you've gone through the rest of your list

Instead of text, try social media or vice versa.

The key is to know the difference between “persistent” and “pushy”.

One gets you respect, the other repels.



If All Else Fails ... Fall On Your Sword

If they still don't respond after switching platforms, send:

"Apologies if that was a bit out of the blue 😬"

They'll usually respond if they aren't a complete sociopath.



4. Send Them A Link

At this point we'll send our questionnaire that simultaneously gauges interest in our idea, as well as developing a batch of initial users.

We'll cover more on what types of questions to include in a few pages.

So for the sake of being redundant, just hang in there!



5. Connect In Relevant Online Forumns

While friends or acquaintances are great, you can run out of them quickly.

But which list do you think is bigger:

- the people you know, or
- the people you don't know?

People are willing to provide feedback if you ask.

Find public forums that encourage community engagement.

Contribute and add value.



6. Start Conversations With People We Don't Know

Yet

Then message people privately after interacting with their posts/comments:

"Saw your (relevant post/comment) in the [group name] group and you seem like a good person to ask.

I'm gauging interest in a [type of solution] that helps [people/companies] [achieve dream outcome].



7. Ask To Send Them A Link

In the same message, ask:

Mind if I send you a short questionnaire for your feedback?"



8. Send Them A Link

Use a free questionnaire/form service – there's dozens.

Feel free to use the following questions as a starting point:

- Email
- Age: 18-25, 26-35, 36-45, 46-55, 55+
- What do you currently use for [xyz problem]?
- What do you like about what you currently use?
- What do you dislike about what you currently use?
- How frequent do you experience this problem?
- Would you like to receive an update when we launch?



Make sure you adjust the questions to fit your product/service appropriately.

The better you ... *Know Your Audience* 😊 ... the more insightful questions you can ask them.

You don't have a "true interest" from someone unless they've given you permission to contact them in the future.

If you're targeting the right people, you should reach an 80% - 90% opt-in rate.



Daily Messaging Rhythm:

Day 1

- sit your butt down to work
- move 100 names in alphabetical order to “Next Up” status
- research person on social media for one minute
- message person with opener related to their social media or recent memory
- update status to next stage with next reach out date (tomorrow)
- [repeat]

Day 2

- begin with conversations that are deepest in the pipeline (working the funnel back to front)
 - Ex: In Convo Follow Up Next Up
- message people until you’ve sent 100 DMs



And voila!

Do this every day, as many times, until you've reached 100 true interests.

Afterwards, you'll have:

- Experience gathering data from potential users
- Quality data you can reference
- An initial potential user base of 100

And it's always better to have more potential users than less!



Last but not least, this is an exercise in volume.
You can't expect everyone to reply.

You might get only 3% to 5% of people to fill out your questionnaire.

Online forums might give you a 20% response, but you might be limited in the number of messages you can send per day.

However, send as many messages as you can.

As a rule of thumb, it might take 2-3 minutes per message to send and stay organized.

The more time you spend on messaging, the faster you will finish your list.

If you can, send about 100 messages in 4 hours.

Remember, this won't last forever.
Just until you get your first group of people.

If this sounds defeating, think about how you'd feel if you didn't even try.



CHECKLIST

- Positioning
 - Vertical
 - Horizontal
- Qualify
- Psychographics
 - Openness:
 - Conscientiousness:
 - Extraversion:
 - Agreeableness:
 - Neuroticism:
- Buyer Type
- Communication & Consumption
 - Communication type:
 - Consumption type:
- Typical Day
- Dream Day
- Internal Dialogue
- Next Steps
 - Spreadsheet/CRM
 - List of Names
 - Initial Interest Questionnaire



CLOSING THOUGHTS

Wow, that's a lot.

But it's about going the extra mile.

It's about deeply understanding your audience better than anyone else.

You should have more information than you know what to do with, and that's intentional.

Developing a strong best-guess is a good start, but that's all it is.

It's your hypothesis, which needs testing by meeting people (i.e., "kissing hands and shaking babies").

Refine your understanding of your audience as you engage with potential or current users.



Look for common themes across all users.

Identify potential "super-users" – the ideal audience that will benefit most from your product.

These are the ones who would eagerly attend your launch, passionately defend your product, and never consider switching to a competitor.

The reason you'll create such loyalty is because you deeply understand what drives your audience.

You'll know their problems, what matters to them, why they need a solution, and how it impacts their lives.

You'll understand where they prefer to communicate and get their information, their dreams, fears, and inner thoughts.

Your audience is always evolving and interacting with the world.

But the better you know them, the better you can serve them.

Keep seeking.



ADDITIONAL RESOURCES

If you'd like to continue to develop in your entrepreneurial journey, visit reader.ai for more information.

