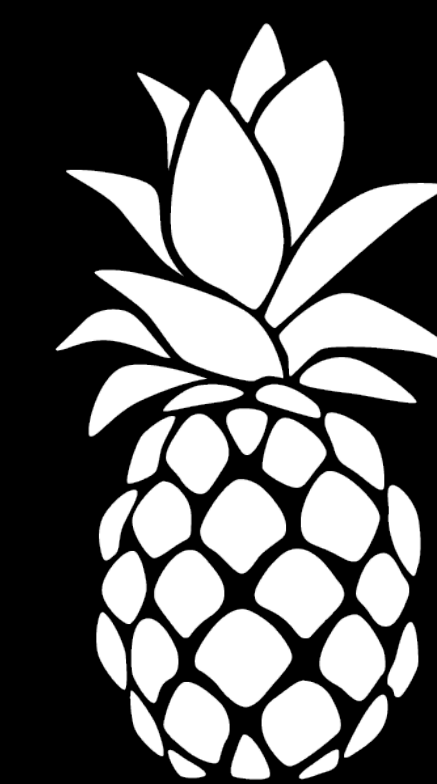


**WEEK THREE:**

# Identify Your Audience



## **YOUR CLIENTS**

*(Who buys from me?)*

## **YOUR PEERS**

*(Whom do I want to build credibility amongst?)*

## **YOUR COMMUNITY**

*(Who is my message inspiring?)*

### **DEMOGRAPHICS**

Age:

Location:

Industry:

Where they spend their time (*social media channels as well as content types like blogs, videos, or podcasts*):

### **THEIR PAIN POINTS**

What they need:

### **YOUR SOLUTION/VALUE PROPOSITION:**

Messaging:

Tactics:

### **DEMOGRAPHICS**

Age:

Location:

Industry:

Where they spend their time (*social media channels as well as content types like blogs, videos, or podcasts*):

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### **THEIR PAIN POINTS**

What they need:

### **YOUR SOLUTION/VALUE PROPOSITION:**

Messaging:

Tactics: