



Audience Brainstorming Process

This brainstorming process is to give you questions to intuitively discover who is your audience.

We do this process before we learn the “right way,” because I’ve seen so many people get lost in the details of the extended process. Starting here will set you on a path in the right direction, so that in the Jobs, Pains & Gains section, you will refine what you already know, rather than trying to take an unknown process and apply it to a blank canvas.

The key to this process is to select a single audience segment for this exercise. This should be the primary segment you wish to work with, or the segment that you believe, at this time, can get the most value from what you have to offer. If you consistently find yourself wanting to answer this for more than one audience segment, start two sheets of answers. We can use this to help refine and clarify your actual audience in the long run.

Remember, there are no right answers! I recommend that you connect with Intention before starting this and to focus on feeling good through the entire process. If you start to feel worried or lost, re-connect with intention and write down what’s going on so that we can address it together.

Ensure that you think from the perspective of your Audience member when answering the questions related to them.

Make sure to include answers that address emotions and physical experiences in the real world. It’s sometimes easy to get answers like “they want to be happy.” While that is a piece of the answer, it’s also very general, and can apply to everyone. You are looking for the specifics that apply to your unique audience segment. If they were happy, what would they be doing – in the real world – that they are not doing now. Like, “they would jump out of bed eager to get to a job that they loved.”



Questions to guide your process:

Who do you want to serve?

Why do you want to serve this audience?

What makes you uniquely capable of serving this audience?

How will you serve them?

What do you think they need?

What do you think they want or desire?

What do you think they value?

Why do they value this?

How would they describe this need?



What do they believe would be possible if they resolved this need?

What do they believe would be possible if they received their want or desire?

What do you see would be possible if they resolved this need?

What do you see would be possible if they received this want or desire?

What would be possible for them that they can't even see today if they resolved this need or fulfilled this desire?

How would they describe life before working with you or encountering your product/services?

How would they describe life after working with you or encountering your product/services?