**Audience Definition Action Checklist**

My WHY:

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| --- | --- | --- | --- | --- |
| Action Item | Estimated Duration | Scheduled Date | Scheduled Time |  |
| **Complete the Audience Brainstorming Exercise prior to watching training module** | 60 mins |  |  |  |
| **Expand on your audience definition using the Jobs, Pains, Gains Worksheet from lesson video** | 60-90 mins |  |  |  |
| **Lay out your discoveries in the Scales model described in lesson video** | 60 mins |  |  |  |
| **Write out your Client Story** | 40-50 mins |  |  |  |

What I Learned by taking action:

Questions, Concerns or Challenges I have:

What I want to celebrate:

Notes for next week: