



## Audience Definition Action Checklist

My WHY:

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

What I Learned by taking action:

Questions, Concerns or Challenges I have:

What I want to celebrate:



# Creative Entrepreneur's Business StartUp

Notes for next week: