

Audience Analysis



Create the habit of focusing on what your audience needs from you, not what you think you need to say.

Think about a key audience you seek to connect with:

Basic facts about their identity:

- Age
- Race/Ethnicity
- Gender
- Class
- Hometown/current town
- Job title/Role in interaction

Basic insights about their temperament in the moment:

- Feelings
- Motivations
- Goals
- Values

List connection points you have with this audience that you can leverage to establish common ground:

- Shared industry
- Shared geography
- Shared relationships
- Shared values
- Shared goals
- Shared commitments
- Common spheres of influence/impact

Who do you need to be in this context? List three functions:

- A. What are we doing here?

- B. What is your role? Or what can you make happen?

- C. What are two or three facts should people know about this organization/campaign/product/issue?

Think about yourself as a person at work. What impression would you like to leave with people? List three adjectives or adjectival phrases.

Tip: don't put "likeable." Likability is nearly impossible to control, and often has more to do with things like where you're from, or what you have specifically in common with the audience. Go for competent, knowledgeable, authentic, trustworthy, etc.

- _____
- _____
- _____

What is the change you want to create in your audience? What is your desired outcome?

Tip: Be practical. Do you want to make a sale? Encourage a visit to a store? Be able to send a follow-up email? Close a deal? Or just encourage curiosity?