

Know Your Audience.

How Do I Find The Right Audience for *My Business*?

1. Who are your current customers?

2. What kind of people **love** working with you?

3. Who do you genuinely enjoy helping?

How Do I Determine My Target Customers for *My Business*?

1. Who gets the best results with your product or service?

2. Who refers others to you?

3. Who do you want more of?

How Do I Decide *My Target Audience*?

1. What problem are they trying to solve?

2. What would success look like for them?

3. How do they want to feel during the process?