

ARE YOU TALKING TO ME?

The Art of Finding the Right Audience

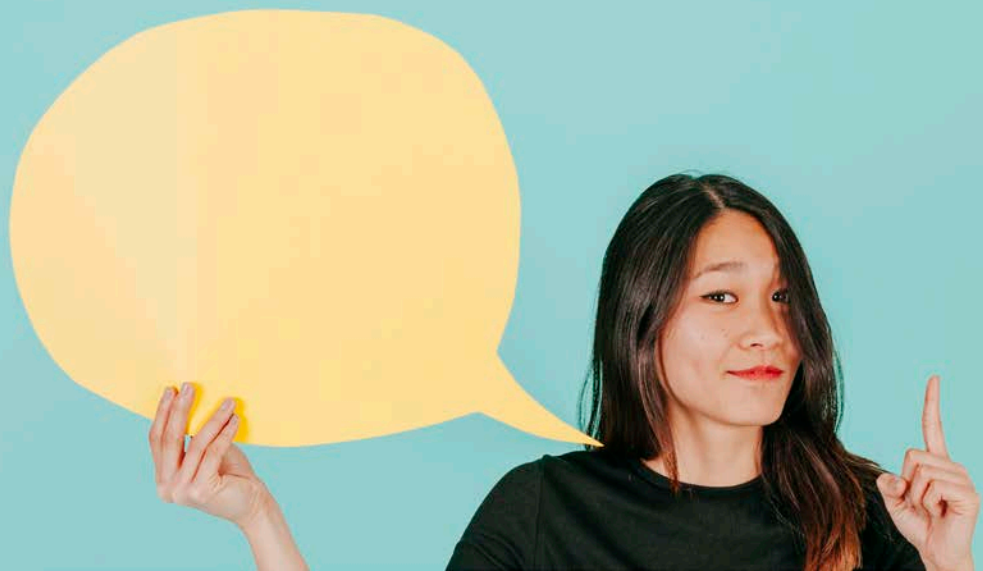


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NEWSFLASH: WE ARE ALL SALESPEOPLE

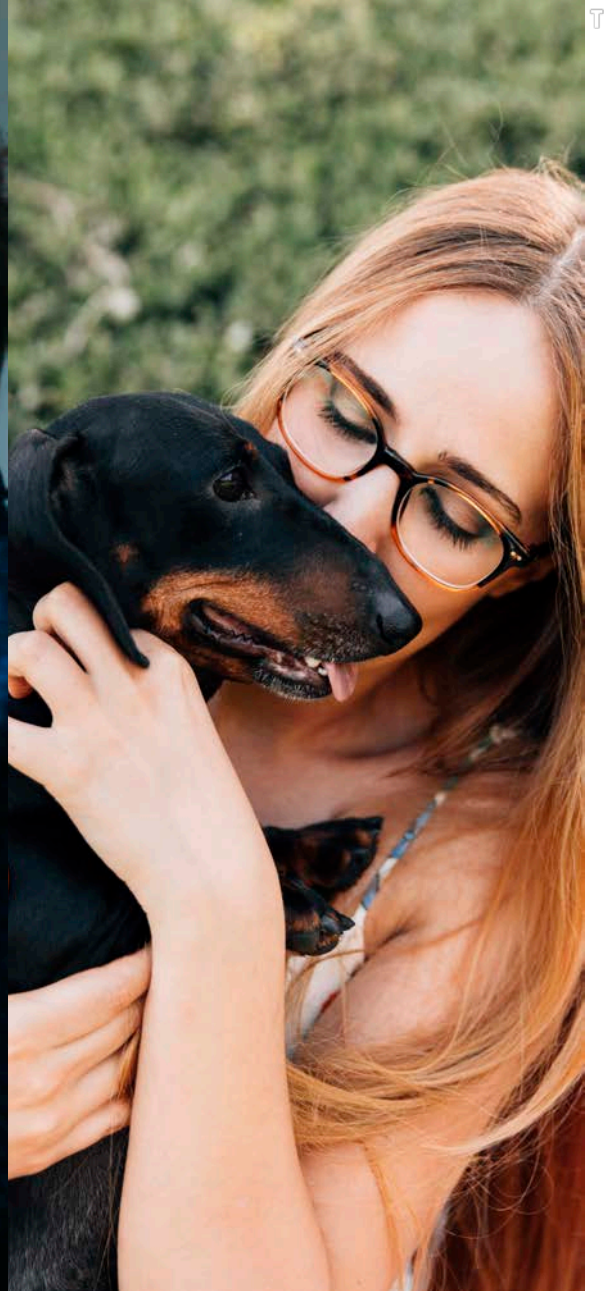




**EVERY DAY YOU
KNOW WHO YOU'RE TALKING TO
AND YOU
TAILOR YOUR MESSAGE
ACCORDINGLY**

**YOUR TARGET AUDIENCE IS
MOST LIKELY TO BE INTERESTED
IN WHAT YOU'RE OFFERING**





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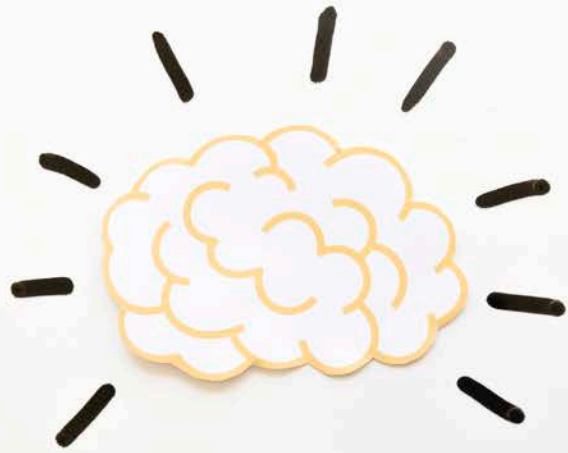
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A PERSONA IS A CHARACTER PROFILE OF A PARTICULAR GROUP THAT CAN HELP US IDENTIFY THEIR NEEDS, WANTS, AND MOTIVATIONS





idea

ACTIVITY TIME!



Name / Segment	Chic Planner
Age Range	27-40
Work & Education	College - Graduate
Location	Urban - Dallas, NYC, LA
Relationship Status	Married

About

Frequently Used Tech

Always on her iPhone.

Recent Facebook Status Update

"What's on your mind?"

"What parenting books should I be looking at?"

Favorite Media

Books, Sites, TV, News, Music

Goop, Racked,
Who What Wear

Interests & Favorite Brands

Hobbies, Fashion, Food, Products

Birch box, Myers Clean day, Everlane, Baby Center, Soul Cycle, Wholefoods

Morning Activities

Sick?

Afternoon Activities

Tired, no coffee.

Evening Activities

Working late,
Entertaining

5 WAYS TO USE AUDIENCES/PERSONAS

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- 2) Talk to people - personas are real!**
- 3) Assess the fit.**
- 4) Experiment with a new audience or messaging.**

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- 1) Think about your current messaging.**
- 2) Talk to people - personas are real!**
- 3) Assess the fit.**
- 4) Experiment with a new audience or messaging.**
- 5) Monitor, monitor, monitor.**

Thank
you

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