

## Start Listening to your Audience

**Homework Assignment #1:** *Relate to your audience, (ideal clients, superiors, or interviewer) through the struggles they are experiencing and the results they urgently want in their lives or businesses. When you speak, you want them to think, “She is talking to **me**, she knows exactly what I’m struggling with – I **have** to work with/hire her.”*

Who is your audience? If they are clients or prospective clients, think of who you *love* to work with – who gets the most out of it – and identify some defining characteristics. If they are superiors or potential employers, identify specific people or positions and seek to fully understand them, their role, and their challenges.

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What does this person’s day look and feel like? Who do they interact with and how?

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What do they want more of? Less of?

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What are they telling the people closest to them that isn’t working in their life or business?

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Have they told you what they’re struggling with? Identify their urgent wants, *in their own words*. What do you hear them comment on?

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Start listening and take notes on their exact words so your messages can be directly on point.

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