

SIMPLIFIED AUDIENCE ATTRACTION



DAY 4: SIMPLIFIED AUDIENCE ATTRACTION

Today we're going to get you onto third base by defining your Target Audience -- so tomorrow we can land that Home Run Course Idea!

Your Audience Statement is a brief description that defines your audience.

There are 2 kinds of Audience Statements to choose from: a **Tribe-Based Audience Statement** and a **Niche-Based Audience Statement**.

A Tribe-Based Audience Statement is based on the intersection of who you serve and how you're different. A Tribe-Based Audience Statement focuses more on the unique kind of people you want to attract based on your personality, your values and your beliefs.

A Niche-Based Audience Statement is based on the intersection of who you serve and what you offer.



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EXAMPLES

Tribe-Based Audience Statements	Niche-Based Audience Statements
<i>Marisa Murgatroyd:</i> People who want to launch a profitable and fulfilling online course that makes a difference.	<i>Bright Line Eating:</i> People who want to overcome food addiction and achieve permanent weight loss.
<i>Sonia Ricotti:</i> People who want to bounce back quickly after life has knocked them down.	<i>Scott Oldford:</i> Entrepreneurs who want to grow 7-figure businesses.
<i>Eben Pagan & Annie Lalla (Love Dojo):</i> Couples who want to love each other for life.	<i>Relationship Example:</i> Couples recovering from infidelity.
<i>Evolutionary Human Design:</i> People who want to know themselves more fully and are seeking greater self-awareness to create a more successful and fulfilling life.	<i>Carol Parker Walsh:</i> Corporate women who want to become entrepreneurs.

See the difference? Tribe-Based Audience Statements are broader while Niche-Based Audience Statements are more specific.

A Niche-Based Audience Statement is often simpler, clearer and easier to understand and market. While a Tribe-Based Audience Statement allows for greater depth and alignment, but can be trickier to market.

A Tribe-Based Audience Statement gets you into the ballpark of who your audience is while a Niche-Based Audience Statement gets you onto base.

Neither approach is better than the other (and both approaches will get you to your Home Run Course Idea).

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Step 1: Choose the type of Audience Statement you'll use (don't worry, you can change it if you need to):

My Audience Statement will be:

_____ - Based

Step 2: Write an Audience Statement (that meets all 7 Criteria of the Profitable Niche Checklist):

💡 Once you've written your statement, be sure to validate it with the 7 Criteria (below). If it doesn't meet all 7 Criteria, keep revising until it does... you got this :)

✓ CRITERION #1

Your Home Run Course Idea **MUST** address a VERY **specific and acknowledged market need** -- whether that's solving a specific problem or delivering a specific outcome.

✓ CRITERION #2

Your Home Run Course Idea is **targeted at a specific kind of person**. Let's call this person your ideal client. This person self-identifies with the way that you describe them.

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✓ CRITERION #3

You must be able to **identify ONE specific person** who needs that problem solved. So, when you share your Audience Statement it instantly creates a clear mental picture of someone specific who needs your online course.

✓ CRITERION #4

Your Target Audience needs to be **open to solving their problem** and **MUST** be **willing and able TO PAY** to have it solved.

✓ CRITERION #5

You can **EASILY reach your Target Audience** through your existing network, referral partners, Facebook ads or some other form of networking or marketing that's within your reach (assuming you have the right training and support).

✓ CRITERION #6

There **NEEDS TO BE enough members of your Target Audience** for your course to be profitable... *year after year*.

✓ CRITERION #7

You can **actually help** solve this problem, and you'd **enjoy it too**.
Fair enough, right?

Congratulations! You're now just ONE day away from your Home Run Course Idea!