

Exercise 3

Upside/Downside



Audience:

From This Audience's Perspective...	From My Perspective...
<p>I'm IDEAL because...</p> <p style="text-align: right;">1</p>	<p>This audience is IDEAL because...</p> <p style="text-align: right;">2</p>
<p>I may NOT BE IDEAL because...</p> <p style="text-align: right;">3</p>	<p>This audience may NOT BE IDEAL because...</p> <p style="text-align: right;">4</p>

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Upside/Downside



This exercise helps you place yourself in your audience's shoes, and understand how they might view you in terms of what it would be like to work with you. It is for **YOUR EYES ONLY** - no one else ever needs to see it.

First of all, identify **WHICH** audience you're using this worksheet for. You should do one of these for each of the audiences you're exploring, but **DON'T** try to combine multiple audiences on one sheet. We want to focus on the upsides and downsides of a **SINGLE** audience at a time.

In **Box 1**, list things these audience members will love about you — your expertise, your understanding of their situation, your pricing, the way you work — whatever.

In **Box 2**, list things **YOU** love about this audience — the characteristics that make you love working with them.

In **Box 3**, list things they might worry about relative to you. Again — pricing, if you're inexperienced in something that's important to them — whatever might concern them. These are things that will keep them from working with you if you can't change them or eliminate their concerns some other way.

In **Box 4**, list things that make you reluctant to work with them, if they can't fix them or you can't get over it.