

## THE WHO AND THE WHAT

Be clear about what you want from your audience and what your audience wants from you, and be honest about the hurdles you must overcome to be memorable.



### AUDIENCE EXERCISE

<b>1. WHO is this for?</b>	<p>DO</p> <p>Embrace detail. Specificity across factors like age, race, income, profession, education, and marital status helps create empathy.</p>	<p>DON'T</p> <p>Fear segmentation. Targeting groups for specific actions doesn't dilute your mission.</p>
<b>2. WHAT is success for them?</b>	<p>DO</p> <p>Understand what you're asking for and what steps your audience will take to get there based on who they are.</p>	<p>DON'T</p> <p>Assume your audience will complete your stated goal in one step.</p>
<b>3. WHEN &amp; WHERE do they engage?</b>	<p>DO</p> <p>Consider the roles their daily schedule and device usage play in how and where they might interact with you.</p>	<p>DON'T</p> <p>Create behaviors for them that are disconnected from reality. Find someone who fits what you're looking for and ask them to talk about their likes and dislikes.</p>
<b>4. WHY do they matter?</b>	<p>DO</p> <p>Define the role of your audience in helping you achieve your goals.</p>	<p>DON'T</p> <p>Be afraid to adjust your hypothesis based on their actual behaviors. (You can research, but are not an oracle.)</p>
<b>5. HOW will you know it's working?</b>	<p>DO</p> <p>Establish what you're measuring against your timeline.</p>	<p>DON'T</p> <p>Wait until the last minute to course correct.</p>

### EXAMPLE

Angela is 27, grew up in the Midwest, and attended a private university on partial scholarship and graduated from college with \$30,000 of debt. One of the few members of her class to graduate with a job, Angela makes \$55,000/year in the Bay Area and works in public radio on a Wednesday to Sunday schedule, and picks up freelance production work where she can for extra money.

Angela engages with most of her friends and communities on text messaging, Instagram, and Snapchat. She is mostly a consumer of content through the traditional work day, and contributes to these networks on her personal time. Snapchat is currently her network of choice because it's easy like texting, but there's less pressure to respond and doesn't save a permanent record.

Angela believes deeply in progressive causes like reproductive rights and the environment, but doesn't donate, even in small amounts. She says she's still coming out of the "Ramen mental phase" of being someone who can afford to donate, and tries to promote the things she cares about by signing petitions and sharing information in her network.

**WHO**

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**WHAT**

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**WHEN**

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**WHERE**

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**WHY**

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**HOW**

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**HOW DO I USE THIS?**

Meaningful audience definition helps hone messages and tactics, develop products and campaigns, and invest in platforms and channels strategically, thoughtfully, and intentionally. Articulate your goals, but then take a walk with your target audiences and make sure your ask of them is useful and realistic.

If you'd like to have this template, check out [threespot.com/riskaudience](https://threespot.com/riskaudience)

