

## Lesson 2: Understanding your audiences.

Page 1



- Who is your Bob or Bobby?
- What are his/her interests?
- Where do they like to travel?
- What makes Bob/Bobby feel secure?
- What makes Bob/Bobby feel insecure?
- What do they like and want most?
- What do they dislike?
- What problems does Bob/Bobby have?
- What does Bob/Bobby need to know before being ready to buy your stuff?
- Who annoys your Bob/Bobby?
- What does Bob/Bobby want to avoid? when trying to achieve something?

## Lesson 2: Understanding your audiences.

### Page 2



- Where does your Bob/Bobby hang out or spend their time online?
- What do they like and want most?
- Who do they admire and why?
- What do they most want to avoid?
- What are they scared of?
- What questions would they ask you if they were sitting next to you right now?
- What could you offer them to help them answer their questions?
- Questions are steps to buying, they are a funnel to a purchase.
- What obstacles do potential buyers need to overcome before they are ready to buy?
- How can you educate your audiences?