



7-DAY

FEATURED

PODCAST

GUEST

CHALLENGE

With Bonnie Groessl

Day 2 – Your Ideal Audience

Ideal Client

- ❖ Who are they?
- ❖ What is their pain/problem?
- ❖ What can you offer?
- ❖ What's your super power?

Who is Your Ideal Audience?

- ❖ What is your niche?
- ❖ Who do you serve?
- ❖ Who do you want to reach with your message?

What Do They Need or Want?

- ❖ Describe your ideal audience
- ❖ What do they want/need?
- ❖ What keeps them up at night
- ❖ How can you serve them best?

Adding Value

- ❖ How can you offer value to someone else's audience?
- ❖ What can you share with their community?
- ❖ What is the “golden nugget” that you can leave with them
- ❖ What is your uniqueness? How are you different?

Homework

- ❖ Complete the assignment and share your answers in the Facebook group
- ❖ Post in the Facebook group for support and to ask questions and get feedback
- ❖ Tomorrow we will talk about your core message and signature talk