



Day 2 – Your Ideal Audience

Describe your ideal client/audience: who are they, what is their pain/problem?

How can you serve them? What do you have to offer that can help or solve their problem?

What is your uniqueness (your superpower)?

What value can you add to the audience?

What “golden nugget” would you have to share (there may be several)

How would you answer “do you have anything else to add?” (This would depend on the interview, but it’s a good idea to have something just in case.)