

Your **audience** is the group of people who are interested in your products or services. They're the people whose problems you solve. A successful, sustainable business focuses on meeting the needs of its customers. And to do that, you have to understand them.

*Use this sheet to brainstorm potential audiences and people you can partner with who are highly connected to one you want to target.*

## Audiences

*groups of people you're connected to*

## Individuals

*people you know connected to other audiences*

## Choose an audience. Be specific!

Hone in on the specific people you want to serve. The more focused you are, the more successful you'll be at meeting their needs.

*My audience is...*