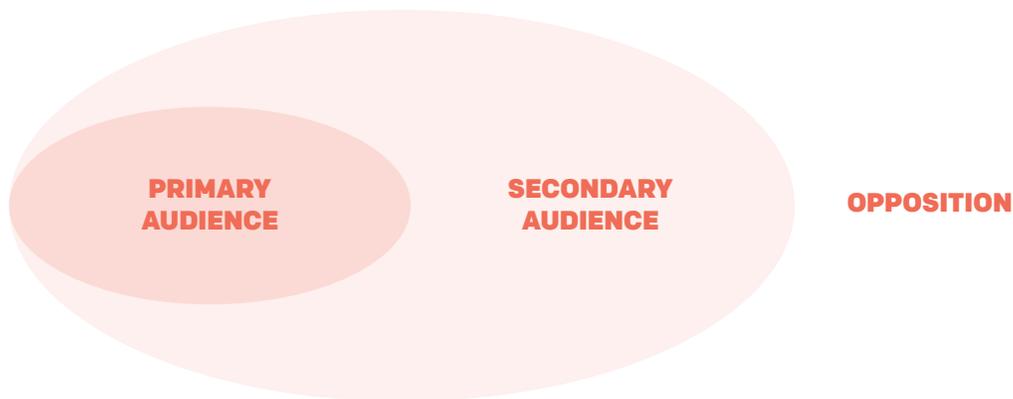


Audience Worksheet

THIS AUDIENCE WORKSHEET will help you identify your main audience(s), outline their key characteristics, and figure out what narratives and content might resonate with them.

IDENTIFYING YOUR AUDIENCE



- 1 Based on your completed narrative pyramid worksheet, who do you want to reach?

Describe your audiences:	
Primary Audience <i>This is the audience you are directly targeting with your project.</i>	
Secondary Audience <i>This is an audience who might encounter your project, and whom you have some intention to engage, but who is not your primary target.</i>	
Opposition <i>This is an audience who will resist or challenge your project. You will likely not target them directly, but it will be important to anticipate their reactions.</i>	

**2 Why focus on this particular primary and secondary audience?
 What are the strategic benefits of reaching these audiences?**

3 What do your audiences care about?

	CORE VALUES	WHAT MOTIVATES THEM	WHO OR WHAT INFLUENCES THEM?
Primary Audience			
Secondary Audience			
Opposition			

4 Where are they? Where will you reach them?

	Where do they spend time? (be specific about their places of engagement)	What do they do for fun/learning/improvement/spiritual experiences?	What media/art/culture/ influencers do they engage?
Primary Audience			
Secondary Audience			

5 What challenges do you foresee in reaching these audiences?

6 How might your audiences receive and react to your selected narrative?

	What about your narrative would resonate with them?	What confusion or disconnection might they experience? What might they not understand?	What criticisms might they have? (e.g. if dominant narrative is winning)
Primary Audience			
Secondary Audience			
Opposition			

7 How might your opposition react to your narrative?

8 How might your opposition's reaction to your narrative strategy help build your audience? How might you create narrative on-ramps or conditions to favorably activate your secondary audiences ? (We're playing narrative chess here — project the reaction to the reaction.)