

(Lesson 11) How Well Do You Know Your Audience?

One of the most difficult things you'll ever have to overcome as an entrepreneur is to *truly* understand who your audience is.

Sure, when we start a business, or begin selling a book, or build a life based on our dreams and hopes, we think we know who we can help and serve. Some people delve into this process deeper than others, and conduct market research and hire expensive consultants. However, what we all have in common is this:

We get it wrong!

Seriously, understanding who you serve isn't easy. It's not to say you'll get it completely wrong in the beginning, but it takes time to learn who your audience is, and, more importantly, how you can provide the most value possible. When it comes to your brand story, it's no different. You've spent a whole host of time discovering what it is and creating it with visuals and a personal touch.

This is great, but you now have to connect with the **RIGHT** people.

Because not everyone will '*get it*'. Or like it. Or agree with it. This is fine, because it's about forming meaningful relationships with those who do, and who you can best serve, and, along the way, refine and define and better your understanding of them.

**THE SOONER YOU UNDERSTAND
THEM, THE BETTER**

By design, you'll understand your audience better in a year because you spend more time with them each and every day. As such, you refine your story and message and the way you communicate with them. That's not to say you shouldn't think long and hard about who they are now though, because if you don't grasp who your **RIGHT** audience is today, sharing your story is a rather worthless and time wasting endeavour.

I'm a firm believer in finding your niche, and crafting '*Marmite Stories*'. For those who aren't from England, and don't know what Marmite is, it's a disgusting food you spread on toast. Sticky and black, with a taste cooked up by the Devil himself, I hate the stuff. **BUT**, lots of people love it. I don't understand how they can, but they do.

In fact, Marmite communicate this well, saying, "You'll either love or hate the taste" - *no in-between... do indecision... no apathy...*

You either love or hate it, and when it comes to sharing your brand story, you want to connect with those who **LOVE** it - *not like it, or kind of get it, or think it's okay*. It's love or no deal. Because if you find those who **LOVE** your story, they'll share it with their own loved ones, interact with you and provide a deeper insight into who they are and how you can better serve them, and truly go to war for you.

DO NOT SETTLE FOR LIKE - STRIVE FOR LOVE

The great thing about your story is, there are people ready to fall in love with it.

How many or who is unbeknown to me, but I do know they're out there. In Lesson 12 we'll look at finding them, but before we do that we must first understand them... know who they are... what they look like...

This is what today's download focusses on, as it's an **Awesome Avatar Template**.

BUT remember, the avatar you create today (*whether it's a customer, reader, listener, whatever*) isn't the one you'll know in a few months time. Sharing your story creates this wonderful cycle where your story brings you closer to your audience, so you better understand them, which means you refine your story going forward, and your message, and how you communicate it, which brings you closer still to your audience, and so and so on until you have a loyal following like the brands and people you admire the most.

This doesn't happen overnight, but starting the process today brings the potential of tomorrow that bit closer.

**>> DOWNLOAD YOUR FREE
TEMPLATE HERE <<**

This is one of the most overlooked aspects of the Storytelling Process. People understand why they have to discover their story, and they always enjoy creating it. Sharing it on the other hand, and ensuring the right people experience it... hmmm, not so much.

Unfortunately, most of us live under the assumption that if we build something epic, people flock to it. I'm guilty of this too, because I know how amazing my product/service/offering is. I'm biased, and lose sight of who my RIGHT audience is. I get cocky, and this is dangerous indeed.

Old marketing was all about quantity, and reaching as many people as possible. Today it's about quality and forming meaningful relationships with those that matter. Remember, it's about sharing your story with those who LOVE it. **Don't settle for anything but this.**

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

Your challenge today is rather simple, because all I ask is for you to fill in your [Awesome Avatar Template](#).

Be as detailed as you can, and feel free to add visuals and expand it any way you deem fit. Once you've completed it, print it off and stick somewhere you'll see it each and every day. This Awesome Avatar is your VIP, so be sure to know this person better than you know yourself.

Finally, add a note in your calendar (*or whatever you use to organise your day*) for six months time, saying ***“REFINE AWESOME AUDIENCE AVATAR!”***

What you create today WILL evolve over time. By design, your story brings you closer to your audience, which betters your understanding of them. It's a glorious cycle, and so long as you observe and revisit this Template in the future, you

WILL improve and refine your brand story as time ticks along.

But whatever you do, don't just fill in this template and forget about it.

Stick it on your wall and look at it each day. Constantly think about who your audience is, and how you can better understand them (*survey, ask questions, Google Hangouts, emails, Facebook Group...*). This is not a one-and-done task, my misfit friend. Stories evolve, and yours has only sprung to life.

There you go, another email at an end. In the next email you'll focus on where this Ideal Person is, because you only have so much time to spare. Once you understand who he or she is, finding out where they are is **MUCH** easier.

Oh, and one final thing: You may have more than one ideal person you'd like to share your brand story with. This is fine. If need be, create two or three of these Avatars. **BUT** this doesn't mean you can create 5 or 6. Once you do this you try and please everyone. Stories that try and please everyone **SUCK**.

Speak soon,

TURNDOG

PS: We're getting to know each other rather well, so you may like to know the type of tools and resources I use each and every day. **My Resources Page** provides an in-depth peek into what I use, who I love, and the items I cannot live without. It's also flush with articles and blog posts, and is basically an ideal place to learn

more about moi. If you like, check it out >> [**Bit.ly/turndog-resources**](https://bit.ly/turndog-resources)