

# AUDIENCE ANALYSIS AND PRESENTATION PREP.

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Before I create any presentation I spend a considerable amount of time working through this template. Time invested up front will save you trouble down the road.

1. Who are the audience? (E.g. women aged 20-50; mostly employees)
2. If I could give them anything in the world, what would they want?
3. What do they need?
4. What are their fears?
5. What are their frustrations?
6. What keeps them awake at night?
7. Which of my products will best suit them?
8. What are the features of the product- list them.
9. What are the benefits of each of these features to this audience?
10. What will be their objections to buying this product?
11. Are there any specialized bonuses I can add particularly for this audience?
12. What are the main reasons they will buy this product? (Pareto Motives)
13. How can I prove to them it is easy?
14. How can I prove to them it works?
15. How can I prove to them that they can do it?
16. What could I teach them this presentation that would prove to them that they need this product?
17. How can I reverse their risk?
18. How can I encourage their immediate action? (Scarcity, urgency etc)