



# Your Ideal Audience Worksheet

In order to prepare to host your profitable live event, you'll need to take some time to get crystal clear about who are the right attendees for your live event. Take some time to answer these questions.

Who are they?

What are the Specific, Pervasive, Insurmountable, Clear and Expensive problems and challenges they have right now?

What are the Specific Positive Intentional Clear and Evident outcomes and solutions they're looking for right now?

What is the real value and transferrable result me solving this problem will bring to the attendees of my live event?

What events, groups meetings do they already attend? How will my event be different?



What's their profession or other qualifying characteristics?

Who should you contact to speak to them? Who's already gathering them together?