

# Audience Analysis

Before I create any presentation or talk I always take time to think about whom I will be talking with and where appropriate I will also the talk organiser for info.

I do of course think about my outcomes – it's just a lot easier to move someone towards *your* outcomes if you have 'stepped into their world first'.

- Isn't that one of the first ways to build great rapport?

So ... the next time you need to plan a talk; print this down and invest some time upfront – it's guaranteed to be worth it!

1. Who will be in your audience (e.g. women? Men? Age? Employed? Self-employed?)
2. What do they need?
3. What are they avoiding?
4. What are their challenges?
5. What might they be afraid of?
6. What keeps them awake at night?
7. What can you give them that will be of great benefit to them?
8. What objections might they have to your talk or outcome?
9. What questions are they likely to ask?
10. What might they need to know to prove you are expert / and or have credibility in this area
11. What action do you want them to take?
12. How will you encourage them to take action NOW?!