

EXERCISE

**Get to your
Business
Purpose**

1

CHOOSE AN AUDIENCE

For today, just describe your audience in terms that go beyond a marketing segment. Who are they as people?

2

CAN YOU RESEARCH

During the break to see how many people are in this audience? Should you go further niche? What value?

3

WHAT ARE SOME JTBD?

For today, assume. What do you think they NEED?
What do you think they WANT?

4

BONUS: HOW MUCH VALUE

If you know one of your goals - can you do a quick “back of the envelope” calculation of the valuation of your audience at 25% acquisition?