



Lesson 1

Finding Your Audience | Handout

"By understanding your audience, including their wants, needs and how they seek information, you can target your communications to get their attention."

1) Summarise in one sentence the service you provide.

2) Who is the audience for this service?

3) In dot points, what do you think they believe in?

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4) What are some ways in which you might be able to incorporate these beliefs into the messaging behind your service offering?

(Note: these will be explored throughout the course, but it's good practice to think about what they might be beforehand.)