



CREATE YOUR AUDIENCE
How will you fill the seats?

TO WHOM WILL YOU SPEAK?

- ✘ Employers
- ✘ Customers
- ✘ Clients
- ✘ Entrepreneurs
- ✘ Groups of interest

CHOOSE YOUR VOICE

- × Casual
- × Professional
- × Clients
- × Technical
- × Informative

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SHOW WHO YOU ARE

- Expert in your field
- Good Character
- Important Values
- Personality
- Responsibility
- Skills and Expertise

WHAT WILL YOU DO?

- ✘ Promote your product or service
- ✘ Connect with colleagues
- ✘ Search for a job
- ✘ Get information

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WHAT DO YOU WANT YOUR AUDIENCE TO DO?

- ✘ Buy your product or service
- ✘ Go to your website
- ✘ Connect on social media
- ✘ Introduce you to a person of interest
- ✘ Meet face to face

YOUR PRIMARY PURPOSE

- ✘ You may have more than one purpose for connecting with your audience.
- ✘ Know your primary purpose.
- ✘ Check for possible conflicts with customers, employers, and colleagues.