**Know Your Audience**

three simple steps to understand your audience and drive them to action

|  |  |
| --- | --- |
| **STEP 1:**What audiences do you need to reach/ influence?  | <Insert> |

|  |
| --- |
| **STEP 2:** Identify each audience’s current mindset and perceptions (both positive and negative) |
|   | **Current perceptions (where are they coming from?)** |
| **Audience #1** | <Insert> |
| **Audience #2** | <Insert> |
| **Audience #3** | <Insert> |

|  |
| --- |
| **STEP 3:** What do you want each audience to know, feel and do? |
|   | **Know** | **Feel** | **Do** |
| **Audience #1** | <Insert> | <Insert> | <Insert> |
| **Audience #2** | <Insert> | <Insert> | <Insert> |
| **Audience #3** | <Insert> | <Insert> | <Insert> |

**Use this valuable information to help develop your communication plan**

**and key messages so you can influence your audience to action.**

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