

# Specific Audience Selection Worksheet

This worksheet helps you choose **one specific audience** using an egoic identity label your ideal clients use for themselves.

The goal is clarity, not perfection. You can refine later — but today, you choose.

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## Section 1 — Choose Your Egoic Label

Which identity label will you orient this program toward?

✓ \_\_\_\_\_

*(One word / short phrase — e.g., “divorced fathers,” “new teachers,” “HeartMath coaches,” “executive women,” etc.)*

### Why this group?

Write 2–3 sentences:

- ✓ What makes you drawn to them?
- ✓ What do you know about their world?

## Section 2 – Self-Recognition Test

**Does your chosen audience call themselves by this label?**

- Yes
- No / Unsure

If “No / Unsure,” rewrite until YES.

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## Section 3 – Belonging Check

**Is this label binary – meaning someone is either in or out?**

- Yes
  - No - rewrite it
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## Section 4 – Clarity Snapshot

**Complete the sentence:**

“My specific audience is people who identify as:

\_\_\_\_\_.”

## Section 5 – Habitat Awareness

Where might this audience naturally gather or belong?

Examples may include:

- workplaces
- organisations
- online groups
- clubs
- events
- social circles
- environments / physical spaces

Brainstorm 5-10:

1.

2.

3.

4.

5.

6-10 (optional)

## Section 6 – Voice Familiarity

**How does this group tend to speak about themselves or their life?**

Write 3–6 examples of phrases they might actually say:

1. " \_\_\_\_\_ "

2. " \_\_\_\_\_ "

3. " \_\_\_\_\_ "

4. " \_\_\_\_\_ "

## Section 7 – One-Sentence Declaration

This is the **activation moment**.

“I choose to build my marketing message for:

\_\_\_\_\_ (your audience label).”

Date: \_\_\_\_\_

Signed: \_\_\_\_\_