

Creators Club Checklist

WEEK 4 - BUILDING YOUR AUDIENCE

- Completed the Shoe Activity
- Assessed current network
- Created 'Who I Know' list
- Created list of Search Terms



BUILDING YOUR AUDIENCE

IDENTIFYING IDEAL CLIENTS

1. Choose one of the pairs of shoes in the picture below.
2. Set a timer for 5 mins and write a customer profile for the person those shoes would be ideal for.



Customer Profile for Shoes Number

Gender -

Name

Age

Occupation

Location

Why do they want these shoes?

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BUILDING YOUR AUDIENCE

VIDEO 1 - NOTES

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BUILDING YOUR AUDIENCE

ASSESSING YOUR CURRENT AUDIENCE

LinkedIn Connections

Email List

Facebook group

Twitter Network

Facebook Page Likes

Members of Networking group

Other platforms and groups

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BUILDING YOUR AUDIENCE

WHO DO YOU ALREADY KNOW?

WHO DO YOU ALREADY KNOW? SET A TIMER FOR 10 MINUTES AND WRITE DOWN AS MANY PEOPLE AS YOU CAN THINK OF THAT COULD BE POTENTIAL REFERERS OR CONNECTORS OR COULD HELP YOU BUILD YOUR BUSINESS IN ANY WAY.

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BUILDING YOUR AUDIENCE

LIST OF SEARCH TERMS

Job Titles

Sectors

Locations

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QUESTIONS FOR THE WEDNESDAY Q & A CALL

WHAT AM I COMMITTED TO DOING THIS WEEK?

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BUILDING YOUR AUDIENCE

WEEK 4 NOTES