Module 2 Action Steps

Action Step #1: Defining Your Audience of One

At this point you need to narrow down your message and determine specifically who your audience is. Not a general market, but clearly state who the one individual is that you are going to speak to.

Demographics are important, but key insights about the type of person they are --- their likes and dislikes --- will give you a stronger direction later for creating the content they want to engage with.

Sit down with a paper and pencil and brainstorm a detailed description of your perfect customer. If you attract this one specific listener, your podcast will be a success. This one listener will become thousands but for now you need to focus on the one. You need to know this person by name and create a clear outline of who they are, what they like and dislike, as well as their fears.

Please note: You don't need to get this exact the first time through and you can refine your audience of one after you launch. The reason for this action step is that it is impossible to make a good show and direct it to no one, you need focus. This action step will give you the focus required.

Your Audience of One

Name:

Age:

Sex:

Relationship status:

Children:

If you answered yes to children are they around when your podcast is playing? Yes   No

Country, state or province, city

Occupation and is it full-time or part-time:

Job satisfaction level:

Income:

Biggest dreams:

Biggest fears

Favorite T.V. shows:

```
┌─────────────────────────────────────────────────────────┐
│                                                           │
│                                                           │
│                                                           │
│                                                           │
└─────────────────────────────────────────────────────────┘
```

Favorite magazines:

```
┌─────────────────────────────────────────────────────────┐
│                                                           │
│                                                           │
│                                                           │
│                                                           │
└─────────────────────────────────────────────────────────┘
```

Favorite music:

```
┌─────────────────────────────────────────────────────────┐
│                                                           │
│                                                           │
│                                                           │
│                                                           │
└─────────────────────────────────────────────────────────┘
```

Favorite social media site

```
┌─────────────────────────────────────────────────────────┐
│                                                           │
│                                                           │
│                                                           │
│                                                           │
└─────────────────────────────────────────────────────────┘
```

Action Step #2: Get to Know Your Audience of One!

Now that you have a clear picture of your audience of one, pin the profile you just made to your office wall. All your artwork, music, content, etc. will be made specifically for this person. Anytime you feel stuck on what to create next, read this profile again and decide what your audience of one would want to see, hear, or feel.

Action Step #3: Congratulations!

Congratulations you have completed the Module 2 and you are on your way to becoming Showrunner! Please move onto Module 3.