

AUDIENCE DOSSIER



Audience Dossier Everything we need know about our audiences...

Audience	<i>Who are they?</i>
Ask	<i>What do you want from them?</i>
Motivator	<i>What do they care about? What moves them to action?</i>
Barrier	<i>What is keeping them from doing what you want them to do?</i>
Messenger	<i>Who does your audience trust and listen to?</i>
Channel	<i>What does your audience watch/listen to/read?</i>