

DAY - 2 WORKBOOK

CHOOSE THE RIGHT AUDIENCE



By founderley

Choose the Right Audience

If you are trying to sell to everyone , you are selling to no one .

Goal: Find the exact people who need your solution, are easy to reach, and are willing to pay.

A powerful business doesn't start with a product—***it starts with people.*** Even the best ideas fail when targeted at the wrong crowd. *The goal here is to zoom in on a very specific group who faces the problem you want to solve.*

This isn't just “targeting students” or “working women.” That's still vague. You need to understand who exactly they are, what they struggle with daily, and where they already hang out (both online and offline).

Mini Lesson – Understanding Your Target Audience:

A business is never just about the product.
It's about the people who use it.

Your goal today is to identify the who, where, and why of your ideal customer.

Ask yourself:

- Who faces this problem regularly?
- What type of people are already trying to solve it?
- What do they spend money, time, or attention on?
- Are they students, working professionals, moms, freelancers, gym bros, artists?
- Where do they hang out? Instagram, YouTube, Reddit, WhatsApp groups, local meetups?
- What makes them click or say “yes” to things?

This is where your product stops being “just an idea” and starts becoming a real solution for real people.

A man with glasses and a beard, wearing a white and black jacket, is sitting in a black chair. He is holding a small white card. In the background, there are large windows with black frames. The floor is light-colored concrete. Other people are partially visible in the foreground and background, also sitting in chairs. A purple semi-transparent box is overlaid on the right side of the image, containing text.

Output of Day 2:

A crystal-clear Customer Profile (aka your “Ideal Buyer”).

A list of places they hang out, so you know where to find and market to them.

Work sheet

Questions to Answer

1. *Who is your ideal customer?*

(age, job, interests, goals, problems)

2. What is their biggest frustration or pain point?

How is this affecting their life/business?

3. Where do they hang out online/offline?

(Instagram, Reddit, Discord, Cafés, Colleges, Gyms, Events, etc.)

4. What do they already spend money/time on to solve this?

(Books, coaches, tools, paid apps, freelancers, tutorials)

5. Are they actively searching for a solution or just passively struggling?

How aware are they of this problem?



Worksheet Prompt:

Question

Your Answer

Who is your product for?

What do they struggle with daily?

What have they already tried?

Where do they spend most of their time?

What are they willing to pay for?

Example:

Let's say your business idea is a meal planner app for busy moms.

- **Audience:** Working moms aged 28–40 with young kids
- **Pain point:** They want to cook healthy food but lack time & planning
- **They hang out:** On Instagram (mom pages), YouTube (quick meals), WhatsApp (school groups), Pinterest
- **Spending pattern:** Buy cookbooks, subscribe to meal box services, follow recipe pages
- **They need:** Quick, practical solutions that feel like superpowers in daily life.

Final thoughts

Today, you shifted focus from your idea to your people. Every great product starts with deep empathy for the user. The clearer you are about who you serve, the more magnetic your brand will become. Now you're not building for the crowd — you're building for your tribe.