

There are 7 billion people on the planet and the chances are that you will not be able to impact all of them in your lifetime so unless you know who you want to impact with your life message it may be difficult to focus your efforts. The audience or the people you are called to serve and contribute your gifts and talents to could be people you have already had experience with or people you have not had experience with but a heart to impact. Being coached on this area will help you identify who they are. Audiences must be specific, often more than one, can be completely contrasting, often change with seasons in life, but ultimately must be heart led.

Experience

Who was I serving when felt most alive?

Audience from Experience - The best place to start is to discover from past events which people your coachee most enjoyed contributing to and working with..

- Which are the people you have felt most alive impacting?
- Whom have you enjoyed serving the most? Why?
- In all of your experience, which would be the top 3 experiences where you felt truly alive in a moment doing what you do? Who was the person or people you were impacting? What was their age, gender, cultural background? What was it about them that made you feel connected with them or like you had something you could give?

Life Messages

Who needs to hear these?

Audience from Life Messages - If the coachee knows some of their key messages (life messages) this is a useful place to identify audience.

- Who is this message for?
- Who needs to hear it?
- With what kind of people would this message have the greatest impact?
- Who are you drawn to and who is drawn to you because of this message?

Heart & Passion

Who do I long to impact?

Audience from Heart & Passion

- Look at dreams that your coachee has created. Who do they dream of impacting?
- If you could choose people that you impacted who would you choose?
- Out of the 7 billion people on the planet, if you could choose where to start impacting with your contribution, which people groups would you start with?
- Who do you long to help?
- Which issues in society do you burn to solve and fix? Which people have these issues?
- What would you like to have written on your gravestone about who you impacted?

Audience from The Ideal - This is a great way of clearly identifying very specifically who your audience is.

- What would your ideal client look like?
- What would they be wearing, how old, male or female, what would be going on in their life, where would they be at, what types of needs would they have, what would they be searching for.
- If your ideal client/coachee/audience walked through the door now, tell me how you would know they are your ideal audience?
- What are the elements that are most important in your ideal person to work with? – Is it gender, age, mindset, or other?

Seasonal Exceptions for Audience - During certain seasons of life, your 'audience' could be an 'audience' of one, eg, caring for a loved one

TIPS ON COACHING AUDIENCE

- Contrast is your friend, eg, try challenging them by picking out extreme contrasts of people
- Match audience with heart