



Exercise: Define Your Target Group

Think about the person or group of people you want to convince. The better we know the person we want to convince or the target group we are addressing, the more opportunities we have to adapt our message to them.

Define your target group with keywords (demanding, innovative, traditional, open minded, young, international...)

Name 3-5 items your target group likes.

Name 3-5 items your target group dislikes.

What links you to your target group? Write all the things you have in common.

How can you reach your target group? Do they use social media? Do they prefer face to face interactions?