



# Outreach 101

FIND YOUR NICHE

NICHE AUDIENCE #1

NICHE AUDIENCE #2

NICHE AUDIENCE #3

	NICHE AUDIENCE #1	NICHE AUDIENCE #2	NICHE AUDIENCE #3
FIRST THING IN THE MORNING THEY...			
POWER OUTFIT			
COFFEE			
MAC OR PC / IPHONE OR ANDROID			
GROCERY SHOPS AT...			
WHEN THEY SEE THE NEIGHBORS...			
CAR			
PET			
FAVORITE THING ABOUT THEIR JOB			



# Outreach 101

FIND YOUR NICHE  
CONTINUED...

NICHE AUDIENCE #1

NICHE AUDIENCE #2

NICHE AUDIENCE #3

	NICHE AUDIENCE #1	NICHE AUDIENCE #2	NICHE AUDIENCE #3
FAVORITE SOCIAL MEDIA			
THEIR LUNCH...			
AFTER WORK THEY...			
FAVORITE FORM OF CONTACT			
DRINK OF CHOICE			
FAVORITE TV SHOW			
PERFECT FRIDAY NIGHT			
FAVORITE LATE-NIGHT MUNCHIES			
DREAM SUNDAY MORNING			