

# ABCDs

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## ACTIVATORS & VALUES

Political Beliefs  
Personal Values/Beliefs  
Human Qualities/Characteristics  
Heart-Centric vs Transactions/etc.  
Desired Types of Impact  
Mindset  
Where do they invest  
time/energy/money?  
Key Motivators

## BEHAVIORS

How do they make decisions?  
Who is involved in decision making?  
Online vs Offline  
Mode of Communication  
Tech Savvy or No?  
Collaborative or Independent  
Approach to Life/Work  
Where do they congregate?

## CONVERSION TRIGGERS

Seasonal Triggers  
Event Triggers  
Mental / Emotional Triggers  
Financial Triggers  
Personal / Business Triggers  
Major Life Events  
Certification / Professional Event

## DEMOGRAPHICS

Age  
Gender  
Ethnicity  
Household Income  
Location  
Professional Titles  
Professional Qualifiers

# ABCDs

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## ACTIVATORS & VALUES

## BEHAVIORS

## CONVERSION TRIGGERS

## DEMOGRAPHICS

MAKE BUSINESS PERSONAL

# Audience Equation

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## Audience Definition Equation

<Optional Qualifier> < Key Demo> who want/seek <Key Activators/Values>  
by means of <Optional Key Behaviors> because of/as they <Key Conversion Trigger>.

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My audience definition