You want to be able to recognize your ideal audience quickly so that you can know when to say YES or NO to a possible speaking opportunity. You also want to train those around you to recognize your IDEAL opportunities so you can generate referrals that suit you the best.

This list is not set in stone and it may vary. It is not meant to be the “LAW,” but instead utilize it as your guide to the ideal. Some categories may not fit for you. Just skip to the next category. You can also ADD a category if you think of something that isn’t listed below. This is YOUR blueprint. :)

**Who is Your Ideal Audience?** (in your words)

**What is the ideal size of your audience?** (e.g., 20 people, 100?, 1000?)

**Age?** (e.g., teens, 20’s, 30’s, 40’s, etc)

**Gender?** (this may be open, but also look at who your current clients are as a guideline)

**Religion / Special Interest?** (GOLDMINE OPPORTUNITY HERE!! The more you can niche your audience, the easier it can be to pinpoint them.) (eg., Christian, Business Women, Spanish speaking, Culture / Race, Expecting Moms, etc.)

**Ideal geographical region?** (e.g., do you want to stay close to home, travel?)

**Industries?** (e.g., blue collar, white collar, entrepreneurs, retail owners, C-Level)

**Job / Career of Audience members?**

**Personality Type?** (e.g., go-getters, philanthropists, heart centered, money motivated, ambitious, health conscious)

Utilize your answers to formulate where to search for speaking engagements. For example, if you are looking for heart centered type entrepreneurs in San Francisco, CA, you can search for summits, conferences, networking groups, chambers in the San Francisco region that attract healers, coaches, entrepreneurs, body therapists and wellness professionals.