

The \$10K Audience – Participant Worksheet

1. Ideal Customer Profile (ICP) Worksheet

Define your audience using the fields below. Be specific.

- Demographics: _____
- Psychographics: _____
- Buying behavior: _____
- Urgency / Growth needs: _____

2. Audience Scorecard

Score your audience across the following 5 criteria (1 = low, 5 = high):

Criteria	Score (1–5)
Can I reach them easily?	
Do they hire consultants like me?	
Can they afford high-value services?	
Do they know people like themselves?	
Will they invest over time?	

Total Score: _____ / 25

If your score is under 15, you may need to pivot your audience.

3. Audience Segmentation: Struggling vs. Stuck

Use this space to describe two sub-types within your audience.

- Struggling Clients (urgent, lower budget):

Description: _____

Messaging angle: _____

- Stuck Clients (stable, higher budget):

Description: _____

Messaging angle: _____

4. Strategic Contact Planning

List 3 people who could introduce you to this audience:

1. Name: _____ | Why they're valuable: _____

2. Name: _____ | Why they're valuable: _____

3. Name: _____ | Why they're valuable: _____