



Welcome and Introduction

Your Homework

Complete the audience attraction worksheets and read the articles and tutorials in the resources section. If you don't have a product to sell, you'll need to choose one. If you don't have a product selection made, write down some ideas of what you would like to sell.

Write out a paragraph that describes the product you would like to sell and the niche that would be well served with your product.

This is **very important** because the system we create in the course will depend heavily on what you know about your ideal customers, their goals and what they need to be successful.

We've included free audience attraction worksheets in the resources section that can be used to help you identify your ideal customers. They include questions you should answer to have a clear understanding of the audience you would like to work with.

You can also write the information in a notebook or on sheets of paper.