

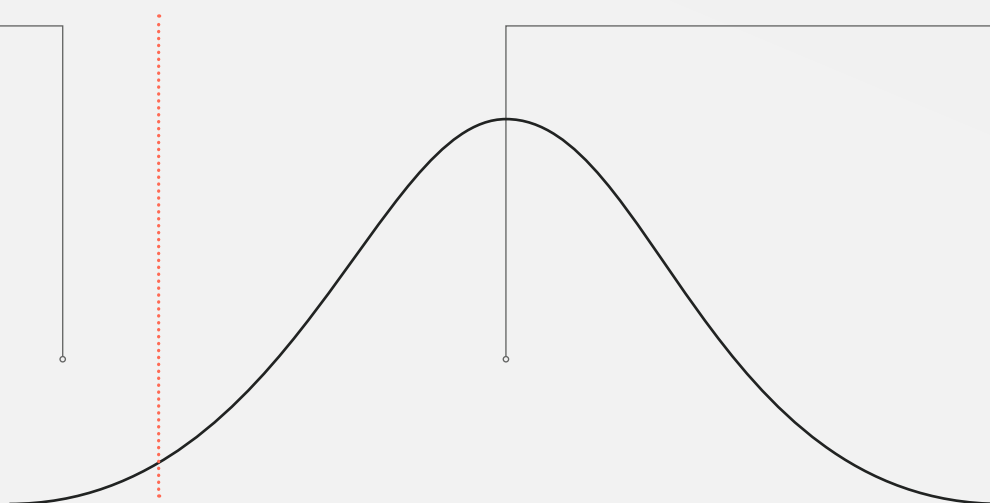
# Audience Influence Mapping

Use the following framework to identify whose endorsement matters.

WHO'S ENDORSEMENT MATTERS?	WHO WOULD BE INFLUENCED BY THEIR ENDORSEMENT?	WHAT WOULD PREVENT THEM FROM SUPPORTING US?	HOW CAN WE PROVIDE EXCLUSIVE ACCESS OR ALLOW PARTICIPATION?
AUDIENCE 1:			
AUDIENCE 2:			
AUDIENCE 3:			
AUDIENCE 4:			
AUDIENCE 5:			

## INFLUENTIAL ADVOCATES

- + Are the 15% who are **Ahead of the curve**
- + seeking **Exclusive Access**  
**Personal Relationship**
- + respond well to messages of **New & Innovative**
- + and buy based on **Potential**



## MAINSTREAM MAJORITY

- + Are the 85% who are **Practical**
- + seeking **Convenience**  
**Proof From Others**
- + respond well to messages of **Easy & Effective**
- + and buy based on **Market Leader**