



VerdanaBold

Understanding Your Audience

A VERDANABOLD RESOURCE GUIDE



Great Presentations Start and End with the Audience

Effective presentations put the audience at the center. That means understanding who they are and considering their needs at every step of your process, from choosing a template to crafting a narrative to designing and presenting slides.

5 Questions

To Better Understand Your Audience



WHO IS IN THE ROOM?

You should look at their names and titles, but you can also think about them as individuals. What motivates them? What inspires them?



WHY ARE THEY HERE?

What brings them in front of this presentation? Are they here to listen, or to decide?



WHAT CHALLENGES DO THEY HAVE?

Understanding the obstacles they face can help you understand what motivates them to make a decision. What is their pain point?



HOW CAN YOU HELP THEM?

If they are going to give you their time, what's in it for them?



WHAT WILL THEIR OBJECTIONS BE?

Are there moments that might give them pause, or challenges they might raise to your message?

Audience Map



AUDIENCE ANALYSIS

Who's in the room?

What are they looking for in this presentation?



OPPORTUNITIES

What can you help achieve with this presentation?

How can you help them solve a problem or make a decision?



EXPECTATIONS

What do they need to hear from you?

What is the expected outcome



CHALLENGES

What objections might they raise?

What would make them say "no"?



VerdanaBold

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