

WEEK 5: THE IDEAL OPPORTUNITIES FOR YOUR DREAM

EXERCISE 5.1 || BECOMING THE ANSWER FOR YOUR DREAM IRRITANT

DREAM IRRITANT 1

Solutions:

Resources:

Partners:

DREAM IRRITANT 2

Solutions:

Resources:

Partners:

EXERCISE 5.2 || BUILDING YOUR DREAM AUDIENCE

Use the information below to draft three ideal Dream profiles for your service, product, or idea. Be as detailed as possible so you can begin to clearly see your ideal Dream consumer.

CONSUMER 1

Name:

Age:

Occupation:

Location:

Favorite Media:

Favorite News Sources:

Hopes/Dreams/Fears:

CONSUMER 2

Name:

Age:

Occupation:

Location:

Favorite Media:

Favorite News Sources:

Hopes/Dreams/Fears:

CONSUMER 3

Name:

Age:

Occupation:

Location:

Favorite Media:

Favorite News Sources:

Hopes/Dreams/Fears:
