

How do I create a list of my target audience?

Speaker: Is it newspaper inserts? Is it working with the postal department and getting the postman to carry a pamphlet? Do I get the election commissions' database on residents in the local area and shoot off letters to each one of them? What will work? How much of your time actually goes in trying to figure out what's the right and ideal vehicle. The target audience is your most critical element. Because this is where the time is going to be spent. Or these are the people from whom who expect investments in all of these to pay off. How well do you understand them?