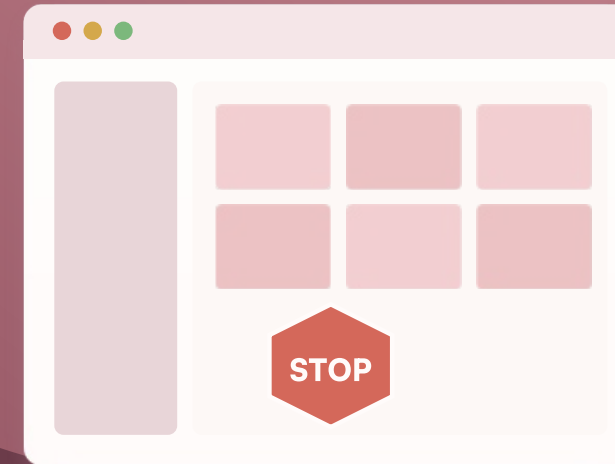


SLIDE 71

# Before You Open Canva...

There's a critical question you need to answer first. Getting this wrong costs you months of wasted effort.



THE FUNDAMENTAL CHOICE

# Product-First vs Audience-First



## Product-First

- "I'll make what I want"
- Hope someone buys it
- Constant pivoting
- Exhausting guesswork



## Audience-First

- "I know who I serve"
- Create what they need
- Build systematically
- Predictable growth

THE CRITICAL QUESTION

# Before You Pick a Niche Ask Yourself...

"Who is the person I want to spend  
the next 5 years helping?"

Not what product do I want to make. Not what's trending.  
Who do I genuinely want to serve?

# Start With a Person You Understand

01

## Your Past Self

Problems you've already solved. You know the journey intimately.

02

## Your Community

People you already interact with. You hear their struggles daily.

03

## Your Expertise

Fields where you have real knowledge. Authenticity is priceless.

**Key insight:** You don't need to be an expert—you need to be one step ahead and genuinely care.

YOUR NUMBERS MATTER

# Income Target Shapes Everything

TARGET

\$1-5K

Side Income

Pick what excites you. Volume optional. Perfect for passion projects.

TARGET

\$5-15K

Full-Time Income

Needs strategy. Audience must be large enough. Requires systems.

TARGET

\$15K+

Scale Business

Multiple product lines. Team support. Build to sell.

LET'S DO THE MATH

# The Math Behind Niche Selection

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TARGET INCOME

\$10K

per month

AVG. PRODUCT PRICE

\$25

digital product

SALES NEEDED

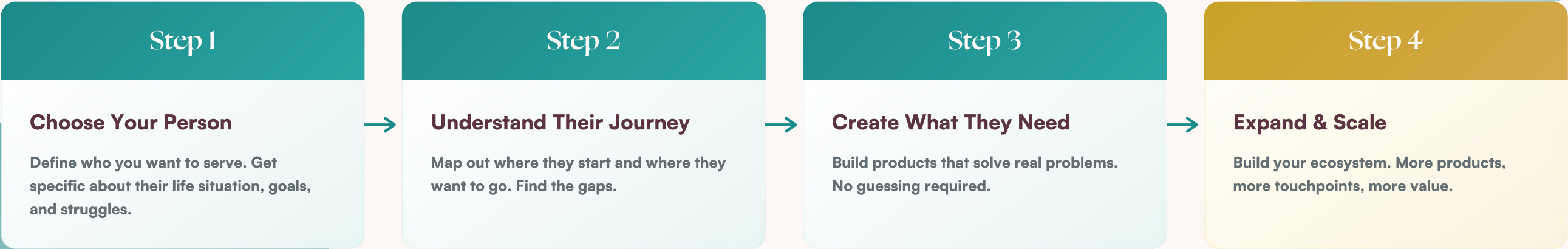
400

per month

**Question:** Is your niche large enough to support 400 sales/month? Does it have buyers willing to spend \$25?

YOUR ROADMAP

# The Audience-First Framework



THE TRANSFORMATION

# What Changes When You Go Audience-First

- ✓ **Product Ideas Come Easy**  
You know exactly what they need because you understand their journey.
- ✓ **Marketing Writes Itself**  
You speak their language because you've walked their path.
- ✓ **Repeat Customers Multiply**  
One customer becomes multiple purchases as you serve their entire journey.
- ✓ **Competition Fades Away**  
Your unique understanding creates products no one else can replicate.



LET'S GET SPECIFIC

# Finding Your Person



Not a demographic. Not an age range. A **real human** with specific dreams, fears, and daily struggles you deeply understand.

DISCOVERY QUESTIONS

# The Questions That Matter

1 What does their perfect day look like?

2 What keeps them up at night?

3 What have they already tried that didn't work?

4 What would make them feel successful?

5 Where do they go to find answers?

6 What do they secretly wish someone would create?

THINK BIGGER

# Building Your Product Ecosystem



One customer, multiple products. Serve their entire journey, not just one moment.

ACTION ITEMS

# Your Next Steps

**1 Define Your Person**  
Write a detailed description of who you want to serve. Get specific.

**2 Calculate Your Numbers**  
Run the math. Is your niche big enough to hit your income goals?

**3 Map Their Journey**  
Identify the transformation they want and the obstacles in their way.

REMEMBER

"You don't need a bigger audience.  
You need a deeper understanding  
of the audience you have."

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## KEY TAKEAWAYS

# The Audience-First Mindset Shift

### ✗ Don't Do This

- Pick a niche because it's "hot"
- Create what you think is cool
- Hope the right people find you
- Jump from idea to idea

### ✓ Do This Instead

- Choose a person you understand
- Create what they actually need
- Speak directly to their struggles
- Build a product ecosystem

YOUR MISSION

# Choose Your Person. Build Their World.

Stop chasing trends. Start serving deeply.  
That's how you build something that lasts.

Up Next: Validating Your Ideas→