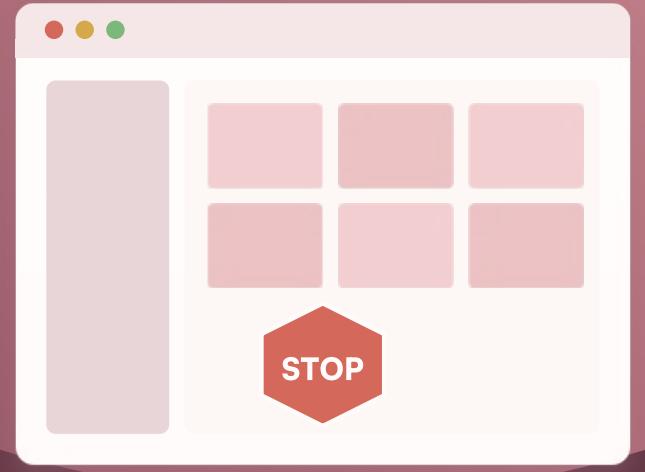


# • Before You Open Canva...

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



# 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

O1

## Your Past Self

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

O2

## Your Community

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

O3

## 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.

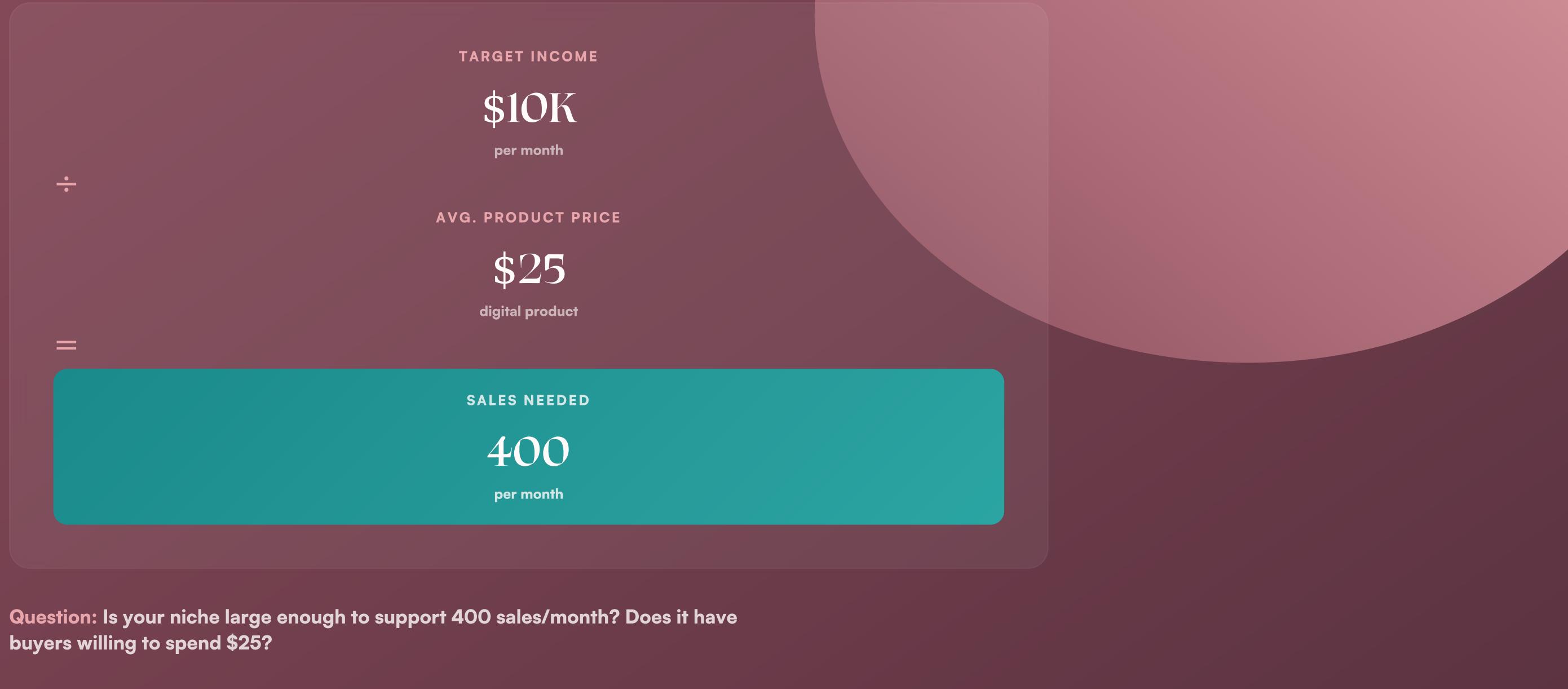
TARGET

**\$15K+**

Scale Business

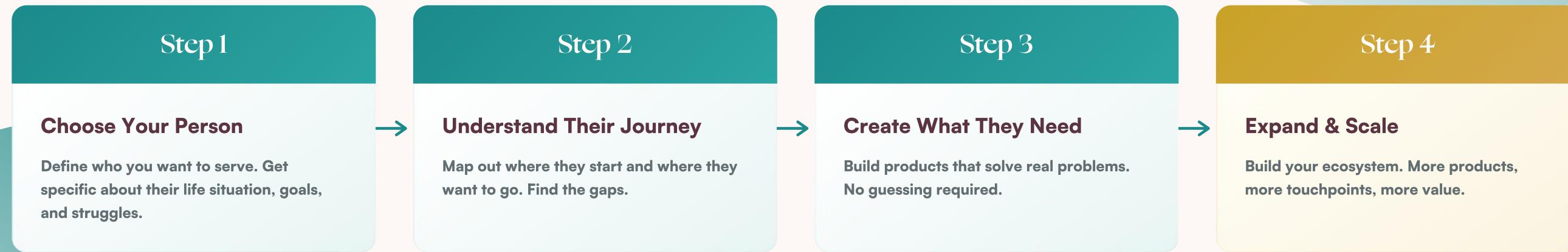
Multiple product lines. Team support. Build to sell.

# The Math Behind Niche Selection



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.

# 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.

R E M E M B E R

"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

Y O U R   M I S S I O N

# 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 →