

# Audience Value Map

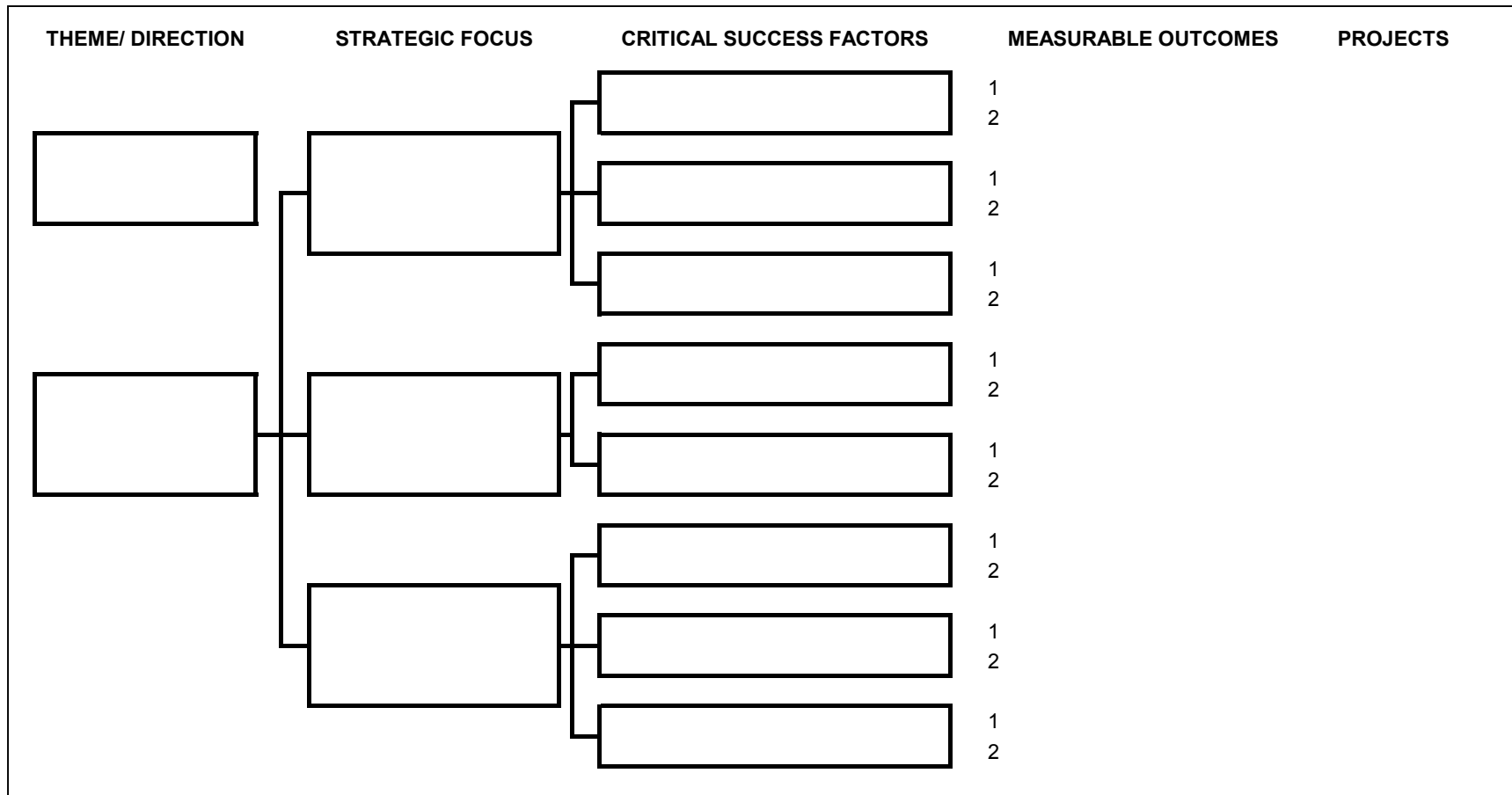
- The Audience Value Map is a way to decide what your audience values and use the various measurable outcomes and projects shown on the next slide as items of value to decide on the price of the workshop or speech



# Audience Value Map

THEME/ DIRECTION	STRATEGIC FOCUS	CRITICAL SUCCESS FACTORS	MEASURABLE OUTCOMES	PROJECTS
Surface Value for the Audience	Want ideas	Revenue ideas	1. Revamp pricing 2. Improving your pitch	Complete workbook Handouts
		Productivity ideas	1. Easier ways to do things 2. Other courses to take	Checklists Contact info
		Cost/ time saving ideas	1. Alternative suppliers 2. Different approaches	Website addresses Things to try
Audience Expectations	Fun	Stories worth repeating	1. Memorable quotes 2. Fun exercises	Notes Sharing experience
		Feel good	1. Audience participation 2. Sharing insights	Feedback Audience insights
	Networking	Meeting peers	1. Industry insights 2. Make new acquaintances	Next event to attend Swap bus cards
Swap news		1. Find new leads 2. Find mentors	Follow up Agreements to chat	
Comfortable environment		1. Comfortable space 2. Opportunities to chat	Ideal venue Good food/ snacks	

# My Audience Value Map



Want more?

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