

THREE HYPOTHETICAL QUESTIONS TO HELP DEFINE YOUR AUDIENCE

Choose only one option for each question, but attempt to explain which option you think your audience would choose in as much detail as possible.

1. On the whole, do they think the world used to be better, or is the best yet to come?

2. Which motivates them more: starting something new, or something in progress?

3. Which statement describes them better?

- A. They draw energy from others, and need to recharge after being alone for too long.
- B. They draw energy from themselves and need to recharge after being around others for too long.
