*Just answer the questions below freestyle. Don’t try to say it perfectly.*

Think about the people in the streets below you, as you share your Rooftop Message. These are the people you most want to serve, who you believe wholeheartedly you can help. Describe them. Are they women, men, teenagers… teachers, entrepreneurs, stay-at-home-moms or dads… Just write out some descriptors.

Now, what are they struggling with? What causes them pain, struggle, stuckness? Describe.

How do they feel in this struggle? Use feeling words, such as sad, lonely, angry, overwhelmed, lost, fired up, confused… use the words *they* would use.

What do they most want? Are there things they want (e.g. money, location independence, to own their own business…)

How do they want to feel? Again, be sure to use feeling words here, such as excited, peaceful, focused, present, lit up, strong… do your best to use the words they would use to describe what they want.

What are they thinking? Use their actual words as much as you can.

BONUS exercise: Draw a picture of your ideal audience/client and put thought bubbles above her or his head filled with exactly the thoughts running through their mind. Most especially, what are they thinking that they don’t want to say out loud, that they think no one else knows?