

# Choosing Your Topic / Voice / Message Worksheet

This questionnaire is designed to help choose Clubhouse room topics that will enhance and grow your business. To select a voice that resonates with your audience and to decide what message you want your audience to take away.

## Your Audience

Demographics

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Income Level

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What Concerns Do They Have?

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What Are Their Desires?

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Which blog pages, products, services, or pieces of content get the most views & hits.

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Other Pertinent Information About Your Audience

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What Topics Are You Interested In & Excited About? -- You must demonstrate interest and excitement in the topic to make your audience interested and excited too.

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What Are Some of Your Favorite Clubhouse Rooms/Topics?

Room/Topic	What You Like Most About It
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Rooms or Room Moderators That Target the Same Audience as You. What Topics Do They Discuss?

Rooms/moderators:	Topics
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How Many Potential Listeners Do You Currently Have? \_\_\_\_\_

How Many Potential Listeners Exist? \_\_\_\_\_

What is Your Current Average Conversion Rate? -- This helps you know how many of the existing audience members you can attract. \_\_\_\_\_

What Do You Currently Sell to Your Audience?

Product/Service:	Would They Be a Natural Fit with the Room Topic?
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Products You Would Like to Promote to Your Audience. -- This can help identify topics to talk about on your rooms.

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What Problems Can Your Room(s) Solve for the Listener?

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What is the Goal of Your Room (beyond solving your listener's problems)? Do you want to attract more followers, grow your mailing list, drive more traffic to your site, switch from B2C to becoming an industry leader who sells B2B, etc.?

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How Will Adding Clubhouse to Your Marketing Strategy Affect Your Business Model?

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What Keywords Do You Know that Relate to Your Existing Business?

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What Types of Things Within Your Genre Interest You? – If you have an existing business, it makes sense to choose a genre that shares the same audience as your business now. But you can go narrow or broad within that genre.

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What Topics are Your Audience Interested In? Survey them to see what Clubhouse rooms they have joined, what the topics were and what they liked and disliked about those.

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Likes

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Dislikes

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What "Voice" or Personality Do You Use in Your Business?

- Warm
- Welcoming
- Irreverent
- Authoritative
- Informal
- Expert
- Practical
- Clean
- Simple
- Funny
- Smart
- Confident
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

You can figure this out by looking at both sides, what it is and what it isn't. For example:

- Funny but not silly or sarcastic.
- Confident but not cocky.
- Informal but not sloppy.
- Helpful but not overbearing.

- Authoritative but not too series

What Voice Do Others, Who Target the Same Audience, Use?

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What Message Do You Want to Convey to Your Listeners? Keep In Mind It Needs to Be Memorable, Relevant, Convincing, Simple and Concise.

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What Sets You Apart from Others? What Makes You Unique? Why Should People Listen to You Over or In Addition to Others?

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What Compelling Stories Can You Share with Your Audience?

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Additional Information to Note About Your Topic, Voice and Message.

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