### WORKSHEET

Foundation 3: How to build an audience with your 1,000 truest believers

[Lesson link](https://splicemedia.com/school-of-splice/foundation/03-how-to-build-an-audience-with-your-1000-truest-believers)

## 1. **Write down the names of 20 of your top believers.**

## It’s all in your audience data, but you probably already know many of them by their first names.

## 2. **Building a persona: start with audience data and get to reallyknow your audience through actual conversations.**

**What is she watching on tv?**

**What's her go-to app when she's waiting for the elevator?**

**Is she a WhatsApper or a Telegrammer? Line or WeChat?**

**Does she have kids?**

**And what problems does she live with?**

## 3. **Write down what you think your competition is — what app or tv show or podcast or YouTube channel or game**

## Your competition isn’t limited to other organisations that also do news. Your competition is what your true believer spends her time doing instead of reading your Very Important Article.

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