

DEFINE YOUR TARGET MARKET

Use this checklist to identify your ideal customers and up your marketing efforts. If you're able to check all these boxes, you've got yourself a target market. 😊

Evaluate your product/service.

Identify what problems your product/service might solve. Who would benefit most from your 'solution'?

Scope out your competition.

You want competitive edge. Look for a niche market that your competitors might have overlooked.

Identify customer demographics.

Consider age, gender, location, occupation, income level, and education level.

Analyze customer psychographics.

Start thinking like your target market. This will help pre-empt their reaction to your product/service.

Highlight your specialties.

Do you offer expertise in specific areas? Set your business apart with knowledge in unique fields.

Evaluate your conclusion.

Can my target market afford my product/service?
Do I have a big enough audience?
Do they have an immediate need for what I'm offering?

