

TARGET MARKET WORKSHEET

MODULE 1: STEP 1

In this first step, we're going to define our audience as anyone and everyone that can use our product or service... within reason. For instance, if you own a store selling women's shoes, don't include boys, men or young girls. But, you probably can break down the difference between female **young professionals**, **stay at home moms** and **retirees**.

Spend no more than 5 minutes per target audience on this exercise as it shouldn't be over thought. We will get more specific and refined as we move ahead. **You may have 1-5 solid audiences.** Duplicate this worksheet if needed.

Give each target audience a name (ex: "Middle-age, professional white males" or "Single elderly women", "Summer, higher income" ...)

NAME OF TARGET AUDIENCE

GENERAL INFO

OCCUPATIONS SERVED (IF APPLICABLE)

TIME OF YEAR (IF APPLICABLE)

SPECIFIC INFO

GENDER

AGE RANGE

MARITAL STATUS

APPROXIMATE RANGE OF INCOME

GEOGRAPHIC AREA (CITY, PERHAPS)

OTHER UNIQUENESS

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