

MODULE

4

WORKSHEET: IDENTIFY YOUR TARGET MARKET



60 DAYS TO LAUNCH A
BUSINESS
— YOU *Love* —

In order to become seen as a go-to expert, it's key to serve a specific target market for each of your offerings.

Target markets are distinguished by aspects like:

- demographic information: gender, age, profession, income
- psychographic information: values, attitudes, beliefs, lifestyle

To make sure your target market is profitable, the people in your market should meet the following criteria:

1. They are willing and able to pay for your services.
2. They value your service. It solves a wake-up-in-the-morning problem for them.
3. You have a connection to them in some way. (i.e., a similar background, similar story, a strong personal interest)
4. This group is sizable and reachable.

TO IDENTIFY YOUR TARGET MARKET, ANSWER THE FOLLOWING QUESTIONS.

What wake-up-in-the-morning problem do you solve?

What groups of people would you like to serve who need help solving this problem?
(Use identifying demographic or psychographic characteristics to describe them like age, gender, profession, income, lifestyle, values, etc.)

Brainstorm 3-5 potential target markets.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

**GO THROUGH EACH GROUP AND IDENTIFY
IF THEY MEET THE 4 TARGET MARKET REQUIREMENTS.**

Target Market Option #1: _____

1. Are they willing and able to pay? _____
2. Do they value your service? _____
(Is this a wake-up-in-the-morning problem for them?)
3. Do you have a connection to them? _____
(Do you have a similar background or story, a strong personal interest, or other commonalities?)
4. Is this group sizable and reachable? _____

Target Market Option #2: _____

1. Are they willing and able to pay? _____
2. Do they value your service? _____
(Is this a wake-up-in-the-morning problem for them?)
3. Do you have a connection to them? _____
(Do you have a similar background or story, a strong personal interest, or other commonalities?)
4. Is this group sizable and reachable? _____



**GO THROUGH EACH GROUP AND IDENTIFY
IF THEY MEET THE 4 TARGET MARKET REQUIREMENTS.**

Target Market Option #3: _____

1. Are they willing and able to pay? _____
2. Do they value your service? _____
(Is this a wake-up-in-the-morning problem for them?)
3. Do you have a connection to them? _____
(Do you have a similar background or story, a strong personal interest, or other commonalities?)
4. Is this group sizable and reachable? _____

Target Market Option #4: _____

1. Are they willing and able to pay? _____
2. Do they value your service? _____
(Is this a wake-up-in-the-morning problem for them?)
3. Do you have a connection to them? _____
(Do you have a similar background or story, a strong personal interest, or other commonalities?)
4. Is this group sizable and reachable? _____



**GO THROUGH EACH GROUP AND IDENTIFY
IF THEY MEET THE 4 TARGET MARKET REQUIREMENTS.**

Target Market Option #5: _____

1. Are they willing and able to pay? _____

2. Do they value your service? _____
(Is this a wake-up-in-the-morning problem for them?)

3. Do you have a connection to them? _____
(Do you have a similar background or story, a strong personal interest, or other commonalities?)

4. Is this group sizable and reachable? _____

**NOW, NARROW THIS DOWN TO ONE OR
TWO TARGET MARKETS YOU CAN SERVE.**

(You may want to have one target market for a low-end offering, and one target market for a high-end offering.)

1 _____

2 _____

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