

# Target Market Workbook



One of the most important steps you can take is identifying your target market. One way to do this (if you are currently in business) is to look at your top 10 most profitable customers that you love doing business with. Do they share similarities?

If you're just starting, you're going to have to make an educated guess based on market research you've done for your industry and for your competitors. You will most likely have to adapt based on performance and metrics.

### **Who is your ideal client?**

*If you're B2B (business to business), you should be answering these questions (not all will be applicable):*

Industry:	Sub-industry:
Title:	Level (ex. Director and above):
Geographic location:	Size of company (in terms of revenue and/or employees):
# of locations:	
Other: (example is an SAP user, has a CMMS, uses Salesforce, etc.):	

*If you're B2C (business to consumer), you should be answering these questions (not all will be applicable):*

Male/Female:	Age:
Occupation:	Income:
Net worth:	Geographic location:
Other demographic data:	
Interests:	Associations:
Other psychographic data:	

What are the top 5 problems that are facing your ideal client (as it relates to your product or service):

- 1.
- 2.
- 3.
- 4.
- 5.

What are the top 5 concerns of your ideal client?

- 1.
- 2.
- 3.
- 4.
- 5.

What are 5 things that are happening in your industry that your target market would want to know?

- 1.
- 2.
- 3.
- 4.
- 5.

What are some common words and jargon used by your target market?

Where does your target market “hang out” (both online and offline)?

What collateral do you have that match with any of the above (collateral such as ebook, blogs, checklists, cheat sheets, white papers, webinars, and more)?

What collateral could you create for any of the above?