

How to Really Identify YOUR Target Market?



Think, Research and Discover All You Can About Your Target Market?

1. What do you know about the basics of your target audience?

Male or female

Young, middle aged or baby boomer generation?

Where do they live?

How do they live?

What is their income level?

What education or experience background do they have?

2. How to get more understanding, insight and appreciation of your target audience!

What values are most important to your audience?
(Think about family, friends, finances, safety and security)

How do they enjoy spending their free time? What hobbies and interests may they have?

Who do they spend their time with and where do they spend their time away from their work environment?

What opinions does your audience have on certain issues like politics, religion, social and current world-wide issues?

Are they members of any groups or organizations?

What do they like to spend money on and in approx. what amounts?

3. Appealing to Their Desires – think about this in relation to what you are selling as it will give you the best way to position your offer.

What end goal does your target audience hope to achieve?

What obstacles are stopping them from achieving their desired objectives? Maybe outside responsibilities like family, job etc. what about their financial situation?

Don't forget to consider their emotional and physical state as well as their educational and other experiences in life.

List the ways in which this problem is affecting their lives?

Have they tried to solve the problem already? If so how and why were they unsuccessful?

What would their life be like if they reached their desired state?