



# IDENTIFY YOUR TARGET MARKET

As an entrepreneur, you have big dreams. You want the entire world to know your products and services are available to everyone.

It can be easy to spend huge sums of money trying to attract the world to your products and services, only to find that you've overspent your budgets and you don't have any new customers.

It's hard to get noticed in this clutter filled world, but attempting to reach everybody

with your product or service is not only inefficient, it's also very expensive. That's why it's important to narrowly define your target customer and meet them where they are.

**Who are my ideal customers?** (Use demographics such as age, annual income and education level. Use psychographic information such as behaviors, hobbies and values.)

**What are their pain points?** (Efficiency, ease of use, time, etc.)

**Why should they buy from me (and not my competitor)?**

**What are their most common objections to doing business with me?** (Cost, time, etc.)

**Who is NOT my target customer?**



**KEY ACTIONS IN THE NEXT 30 DAYS:**

It's important to narrowly define your target customer and meet them where they are.



## Build My Target Customer

**Demographics:** the average or typical characteristics of your target market.

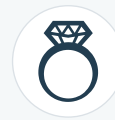
**Psychographics:** what motivates them to take action.



Age



Gender



Marital Status



Children



Income



Education



Region



Hobbies



Values