

Define Your Target Market Workbook



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Introduction

To be successful in marketing your business in today's world, you have to clearly define your target market - **a niche**.



When duck hunting, you don't aim at the whole flock, you aim at one bird.

Because of social media and online channels, today you have more marketing choices than ever before. The challenge is that each of these channels and networks have different cultures and user demographics. Hence, you need to know your perfect customer and put yourself in their shoes.

The reason we do this is that you talk to a 35 year-old male differently than you talk to a 55 year-old woman. Other factors are education, tech savviness

- What are they going to enter in the Google search box to find your product or service?
- What types of blog posts are you going to write that will entice a potential customer to click on a link and go to your site?
- What type of content **from trusted sources** are you going to share that would be of interest to your target market?
- What call-to-action will be effective in converting a visitor into a lead?

You have to answer these and many other questions before you can even start marketing online and offline.

This workbook will guide you through the process of identifying your perfect customer's persona. You're actually going to give them a name. ***You can have more than one target market.*** Print out as many copies of this as you need. If a certain question is not applicable or doesn't matter, then write "N/A".



B2B or B2C

Business-to-Business (B2B) - your main customer is a business - see the B2B section below...

Business-to-Consumer (B2C) - your main customer is an individual consumer.

You could have more than one target “persona”. Give your perfect customer a name to go with their buying personality.

In your business, B2B & B2C may overlap, but concentrate on the one that will bring the most results first. Establish that side, then work on the other. If you want to pursue both, define your percentage and that will define your strategy. (60/40 B2B/B2C)

Instructions:

Answer all these questions as it would apply to your perfect customer. Think of the one client that you would replicate if you could.

Age: (not an age bracket)

Gender:

Ethnic background:

Occupation:

Position: (executive, manager, worker)

Income:

Education:



Marital Status:

Children: (age and number, if grown and out of the house, write that)

Location:

Interests/hobbies:

Values:

Attitudes:

Lifestyles:

Politics / Religion:

Behavior:

What motivates them?

What motivates them to share information with others?

What does a day in their life look like?

What are their dreams and ambitions?

Diet - what foods do they like?

What type of car do they drive?

Likes:

Dislikes:

Pain Points:

Typical problems - How can you solve them?

How does that problem make them feel?



What intimidates them?

What don't they understand?

What benefit of your product solves their problem?

Why would they buy your product or services?

(Note: if you have a luxury item or services that doesn't really "solve a problem", you have to identify why they would buy it.)

What would motivate them to buy your product or services?

How tech savvy are they?

What devices do they use?



Name (Yes, give your perfect client(s) a name):

B2B:

Industry:

Number of employees:

Amount of annual sales:

Geographic location:

Goals & Objectives:

Who is the decision-maker(s) in the company? This person becomes your "consumer"

What's their main service or product?

Pain Points:



B2B Name:

If they think you're like them, they think you can understand them and their situation better. ~[Andrew Spence](#)

Overall:

Are there enough people that fit my criteria?

Will my target really benefit from my product/service? Will they see a need for it?

Do I understand what drives my target to make decisions?

Can they afford my product/service?

Can I reach them with my message? Are they easily accessible?

Is there enough money to be made with your product or service in your target market?

Buying characteristics and habits:

How does my customer normally purchase similar products?

Who's the decision maker or primary buyer?

Where do they get their info?

When are they ready to buy?

How much education do they need before they make a decision?

Where, how, when are they going to do their research?

What do they look for?

- Credibility
- Knowledge of the business

What sets off their BS detector?

Who do they trust?

How are you going to gain their trust?

What is your company's mission?

What are the benefits and features of your products or services?

What do your customers and prospects already think of your company?

What qualities do you want them to associate with your company?

What makes you unique that will interest them above your competition?

Write here a 3-sentence summary of your target market. If you have more than one, describe each.

Once you have completed this exercise, visit our site to request a free social media analysis.

AZSocialMediaWiz.com

We'll then schedule a 15-minute phone consultation and provide you with a customized proposal. Visit the website to book.

What we offer at AZ Social Media Wiz:

- **A Comprehensive Strategic and Tactical Marketing Plan:** We help you set goals and objectives then strategize with you on how to be accomplish them.
- **Research on your target market:**
 - Which social networks, devices do they use the most?
 - What are their decision making habits
 - How to best reach them and build relationships with them
- **Website Copywriting:** What to say on your site to capture your visitor's interest and turn them into a customer as well as for Search Engine Optimization (SEO)
- **Blogging Editorial Calendar:** We'll help you plan what you're going to blog about to attract potential customers to your website.
- **Effective Lead Capturing:** We'll help you determine how you are going to capture leads on your website that you can then convert into sales. What type of "gift" or "freebie" are you going to give a visitor to your site to get them to give you their email address.
- **DIY - Do it Yourself route: Free Online Social Media Marketing Classes:** Learn how to grow a following and how to manage your social media in 30 minutes a day! (If you feel you can't manage it yourself, we can do it for you!)