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Bridging the Gap between Client Attraction and Retention.

TARGET MARKET PROFILE WORKSHEET

Your message must be targeted to the person whom you serve and whose problem you solve. Therefore, it's important to know who your target market is...and it's NOT "everyone."

Use this worksheet to record information you gather about your target market, and to create a detailed profile of individual segments you will market to. If you have more than one market, complete one worksheet for each.

1. Basic Demographic Information

Age

Gender

Location

Income

Education

Other

2. Interests and Hobbies

What does your market do in their free time?

3. Perceptions and Opinions

How do they see themselves and their world?

4. Values

What do they value most in life?

5. Shopping Behavior

What they buy, how often, and how much they spend.

6. Groups and Associations

Groups they belong to.

7. Other Lists They Subscribe to

Other lists they're also subscribed to and marketers they follow.

8. Language and Tone Considerations

What tone of language do they prefer?

9. Problems, Pains, and Fears

What problems do they have?

What fears do they experience?

What solution do you provide? What transformation will they receive?

10. Where Your Market Spends Time

Websites, forums and social media sites where your target market spends time.

TARGET MARKET PROFILE 1:

Review the above information and identify one segment you will market to. Use the space below to write a profile of one, typical person in that segment. Describe that person in as much detail as possible so that you can write your emails as if you were speaking to that one person.

TARGET MARKET PROFILE 2:

Identify another segment you can market to and use the space below to write a profile of one, typical person in that segment.