

# HOW TO FIND YOUR TARGET MARKET

## Who is your target market?

Male  Female  Both

## What is the age of your target market?

20-30  31-40  41-50  
 51-60  60+

## What level of education have they completed?

High school  Some college  
 Bachelor's degree  Master's degree  
 Some post graduate work

## What is their marital status?

Married  Single  Divorced  
 Widow(er)  Engaged

## How many people live in their household?

1  2  3-4  5+

## How much is their annual income?

< 25,000  25,000-50,000  
 50,000-75,000  75,000-100,000  
 100,000+

## Residential. Where do they live?

Rent  Own their home  
 Live with someone rent free

## Geography. Where do they live?

In the suburbs  In the city - urban  
 Rural community

## How many computers are in the home?

0  1  3  4+

## They use the internet to:

Learn  Profit  
 Shop  Entertainment  
 Socialize

## Target market problems. They want to be:

Healthier  More financially secure  
 More attractive  Smarter  
 Other \_\_\_\_\_

## What is most important when buying a product/service?

Cost  Emotional satisfaction  
 Peer approval  Functionality  
 Easy to use

## What will motivate them to buy?

Easy availability  Low price  
 Personalized attention  Special features

## Where do they gather their decision-making information?

The Internet  Newspapers  
 Magazines  Books  
 Television

**Write a paragraph describing your target audience.** Who are they? Why do they shop from you? What do you offer them? What are their problems and how do you solve them?