PAGE PLANNING

WORKSHEET

BRAINSTORM	
List all of the pages you could have, should have, might have, or want to have.	k
In your Brainstorm list, cross off any pages unnecessary. Combine pages that would conficate information. Add any pages that missed. Refer to your Target Market works make sure you're answering your customer and barriers. Now, write a new list of your	ontain you sheet to s' questions

TARGET MARKET

WORKSHEET

INFLUENCES
Who and what influences his/her buying decisions? (family members, celebrities, finances, priorities)
BARRIERS
What obstacles would prevent him/her from purchasing from you? What does he/she need to know?
ATTRACTIONS
What is he/she looking for when he/she shops?
What words, colors, and images help them feel comfortable and trusting?