



# TARGET MARKET

## WORKSHEET

### **INFLUENCES**

Who and what influences his/her buying decisions?  
(family members, celebrities, finances, priorities)

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### **BARRIERS**

What obstacles would prevent him/her from purchasing from you? What does he/she need to know?

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### **ATTRACTIONS**

What is he/she looking for when he/she shops?

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What words, colors, and images help them feel comfortable and trusting?

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