

TARGET MARKET

WORKSHEET

DEMOGRAPHICS

Gender: _____

Age: _____

Marital status: _____

Location: _____

Ethnicity: _____

Education: _____

Income: _____

Occupation: _____

VALUES

What is important to him/her in life? How does your product or service satisfy these values?

BEHAVIORS

Have they purchased your product/service from another company? What makes you different?

When and why do they purchase?

Where does he/she hang out? Where does he/she get her product/service recommendations?

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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?
