

7-STEP PRODUCT CREATION CHALLENGE



Worksheet for Step Two: Identifying Your Target Audience

Do you already have a “perfect” client that you like working with?

For example: finance professionals in New York; sales & marketing managers making \$60K-\$75K

Describe your target customer:

- – Job Titles
- – Industry?
- – Male or female?
- – Single or married?
- – Education?
- – Annual income?
- – Lifestyle?

What is the biggest problem facing your target customer? (You should define what frustrates them, what they worry about or fear, and what problems they face.)

[Jim Edwards calls this your customer's "PQRR" – What problems does your customer have? What questions do they want answered? What roadblocks stand between them and their goals? What goals do they ultimately want?]

How does your target customer prefer to consume information? (audio, video, live, on-demand?)

Where would you find this customer?

– ONLINE?

- What social networks is this customer on?
- What forums does this customer participate in?
- Which blogs does this customer read?
- How could you get this target customer to sign up for your mailing list? (special report, short e-course?)

– OFFLINE?

- What magazines and newspapers does this customer read?
- What organizations or associations does this customer belong to?
- What do they do in their free time?
- Are there any places that they frequent? (i.e., a health club or specific sporting event)
- Could you purchase a mailing list of your target customers (for example, nurses in Nebraska)?

Next, ask yourself a couple of clarifying questions:

- Is this a large enough niche? (Ideally, you would be targeting thousands of people, not hundreds or a dozen — if necessary, expand your definition of who is in your target audience)
- Do I know how to reach this market (online and offline)?

- Does this audience have a problem that I can solve?

Your Ideal Client

Using all the data you've gathered, write down a few short sentences describing your ideal client in your target market. Draw a picture of that person and give him or her a name. You can then post this sheet on a wall, scan it into your computer, or carry it with you.