

Identify Your Target Market

Don't blow your budget promoting your business's services to the wrong audience.

You must narrowly define your target customer and meet them where they are. This handy worksheet helps you do just that.

First, consider your customers' traits

Demographics: the average or typical characteristics of your target market.

Psychographics: what motivates them to take action.



Age



Gender



Marital Status



Children



Income



Education



Region



Hobbies

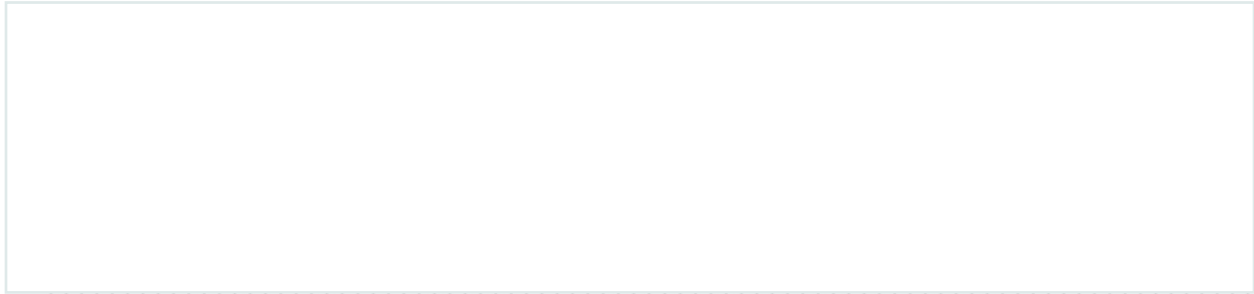


Values

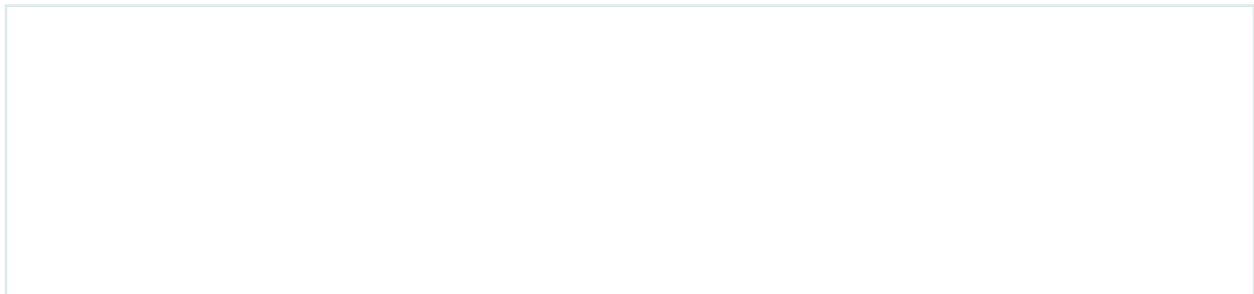
Now narrow the field by asking questions

Who are my ideal customers? (Think age, annual income, education level, behaviors, values, etc.)

What are their pain points? (Efficiency, time, ease of use, etc.)



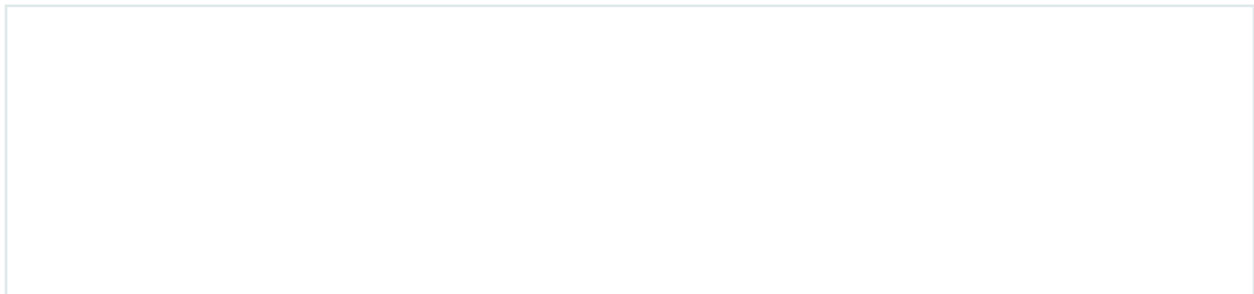
Why should they buy from me instead of a competitor?



What are their most common objections to doing business with me?
(Cost, time etc.)



Who is not my target customer?



What do I need to accomplish in the next 30 days to identify my target customer?



Next steps

Take what you've learned and see how Infusionsoft can help send personalized communications to your target audience—automatically.

[Demo how it's done](#)