

Target Market Research

DEMOGRAPHICS

WORKSHEETS



YOUR PRODUCTS/SERVICES

**HOW DOES YOUR PRODUCT/SERVICE BENEFIT YOUR
TARGET CUSTOMER?**

SOLUTION #1

SOLUTION #2

SOLUTION #3



Target Market Research

DEMOGRAPHICS

WHO ARE YOU SELLING TO ?

- Men
- Women
- Company
- Entrepreneur's

WHAT IS THE AGE GROUP?

WHAT ARE THEIR MAIN PROBLEMS/PAIN POINTS?

PROBLEM #1

PROBLEM #2

PROBLEM #3



INTERESTS/INCOME

HOBBIES

ENTERTAINMENT

WHAT IS THEIR INCOME LEVEL

WHERE DO THEY LIVE ?

SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA PLATFORMS ARE THEY ON?

WHAT IS THEIR PROFESSION?



NOTES

