



TARGET MARKET EXERCISE

CATEGORY	yes	COMMENTS/DESCRIPTION
Age Range		
Gender		
Career/Job Position		
Income		
Location/Geography		
Nationality/Ethnicity		
Education		
Birth Date (year, month)		
Hometown		
Height and Weight		
Marital Status		
Military Service		
Family Dynamics (spouse/kids)		
Children's Education		
Previous Employment		
Profession / Trade		
Offices Held / Honors		
What do they do in their spare time?		
What magazines or newsletter do they read?		
What movies or TV shows do they watch?		
What websites or portals do they visit for information?		
What do they do for vacation?		
What are their professional activities outside of work?		
What type of music do they listen to?		
What is their favorite type of food?		
What hobbies are they most interested in?		
What sports/recreations do they engage in or observe?		
What are their typical topics of conversation?		
What type of vehicles do they drive?		
What are their personal goals?		
Types of Connections		
Business Objectives		
Biggest Fear/Concern		
Club / Association Involvement		
Political Affiliation		
Religious Affiliation		
Medical History		
Disabilities		
Criminal History / Activity		
Victims of Abuse		
Buying Decisions (cost, quality, features, convenience, reliability and/or reputation)		
Buying patterns (impulsive or careful)		
Cost conscious or status driven		

Sell benefits and not features – How will your product and/or Service:

- I. Make the client’s life easier;
- II. Make the client’s life more comfortable;
- III. Make the client’s life more satisfying
- IV. Make the client’s life more profitable

FEATURE of this product/service	BENEFIT of this feature