



TARGET MARKET WORKSHEET

Have you ever had a client where it got to the point that you dreaded it? It's probably because they weren't your Ideal Client in the first place.

At first glance, it can feel challenging to determine what is 'Ideal' for you. **Sometimes you're more aware of what is not ideal as a client.** This exercise will help you get clear to define and refine who your ideal target markets are. You can have more than one target market. Simply ensure that your marketing is positioned for one specific target market at a time.

The purpose of this exercise is to attract those that are 'perfect' for you and resonate with you, in some way. More importantly, it will deter those that are not a good fit, which will serve you both in the long run!

Here are some things to consider when defining who your Target Market is and is not:

| Characteristics | My Target Market (Ideal Client) is: | My Target Market (Ideal Client) is not: |
|--|-------------------------------------|---|
| Business / Industry type | | |
| Niche | | |
| Level of Expertise | | |
| Skills | | |
| Demographics | | |
| Age | | |
| Children | | |
| Education | | |
| Gender | | |
| Income | | |
| Location | | |
| Marital Status | | |
| Race/Religion | | |
| Values (What matters?) | | |
| Goals (What are they?) | | |
| Life | | |
| Business | | |
| Lifestyle (eat-in or out, hectic, homebody) | | |
| Pains (What stops them?) | | |
| What conversations are they having? | | |
| What keeps them up at night? | | |
| Personality Traits | | |

| | | |
|---|--|--|
| Strengths (What have you noticed?) | | |
| Weaknesses (Anything stand out?) | | |
| Type of Client (Referral, friend, long-term, acquaintance, one-time thing) | | |
| How do they pay you? (PayPal, cheque, credit card, cash) | | |
| How often do they pay you? (Monthly, one time, weekly, annually) | | |
| When do they pay you? (Before or after service is delivered?) | | |
| How do you deliver your service? (Phone, in person, web based, one-on-one, group format) | | |
| How often do you deliver? (One time, monthly, weekly, once / week) | | |
| Favourites & Fun Stuff | | |
| Apps | | |
| Books | | |
| Food | | |
| Hobbies | | |
| Interests | | |
| Keywords used | | |
| Music | | |
| Pets | | |
| Social Media | | |
| Travel | | |
| TV & Movies | | |
| Volunteer/Philanthropy | | |
| What do they love about you and your services? | | |
| What else do you get from your clients, in addition to the money? | | |

AND if you're still unsure or would prefer to write a story, here is a creative exercise to help you discover your perfect clients:

Think of 3 perfect client scenarios. Write a paragraph or two for each and think about the items above. It could be someone you are currently working with or someone you want to work with. Consider their attitudes, behaviors, activities, conversations they have or opinions.

Take a few minutes to write what you like about them and what they like about you. **Be aware of why these scenarios are perfect for you.** Remember ... this is worth revisiting at least once per year to remain clear and fine-tune your marketing initiatives and fulfillment.