

mountain bizworks

MARKETING WORKBOOK

TARGET MARKETS

Prepared by the Learning Team at Mountain BizWorks
With Assistance from Business Coach and Consultant
Johanna Hagarty

Published November 2020

This work is licensed under a [Creative Commons](#)

[AttributionNonCommercial-ShareAlike 4.0 International License](#)



TARGET MARKET INTRODUCTION

INTRO: This workbook is to start diving into figuring out exactly who your customer is. You can't sell anything if you can't connect with your ideal customer using clear and concise messaging. This workbook will help you articulate where your ideal customer is and where they want to go.

The value in this work is knowing how to get your prospects interested in your product or service by speaking directly to them and talking about what they're going through, and showing them that you "get" them. It doesn't matter how valuable, kickass, and amazing your product or service is if you can't market it to the people who need it. To do that, you've got to get inside their heads (mind-reader style!). Communicating with your audience in a way that makes them FEEL something is key.

TARGET MARKET KEY TAKEAWAYS:

- *A target market refers to a group of customers a company wants to sell its products and services to.*
- *Consumers who make up a target market share similar characteristics including geography, buying power, demographics, and incomes.*
- *Identifying the target market is important for any company in the development of a marketing plan.*
- *Not knowing who the target market is could cost a lot of money and time for a company.*

TARGET MARKET ANALYSIS EXAMPLE

INTRO: Below is an example of how you can start to get into the minds of your clients. (Use the target visual to see why we break it into these headers.. It's important to realize that each analysis should get us closer to the point of what they are thinking.

Demo Graphics:

Gender-	
Job Titles-	
Income-	
Education-	
Marital Status-	
Children-	
TV/Magazines/Newspapers/Media they consume-	
Hobbies-	
Social Media Platforms/Online hobbies-	
Where they shop (on and offline)-	

Psycho Graphics:

What they want-	
What is getting in their way:-	
Personality Characteristics-	
Where they go for information-	
Dream Solution to their problem-	
What impresses them/turns them off-	
What do they value most-	

What communication style do they prefer-	
What do they want they can have if they buy your product or service-	
What habits do they want to change-	
What disappoints them / how have they let themselves down-	
How can I help them (do they need motivation, action, accountability)-	
What does your dream client actually need to be successful even if they don't understand-	

Psychographics Analysis Example

	BEFORE	AFTER
HAVE	<p>Before working with me or buying the product they have..</p> <ul style="list-style-type: none"> • No quality logo for their business • No social media content game plan • No professional shots of the staff or founders 	<p>After working with me or buying the product they have..</p> <ul style="list-style-type: none"> • Quality logos in the right size formats • Professional social media content • Professional shots of staff and founders
FEEL	<p>Before working with me or buying my product they feel..</p> <ul style="list-style-type: none"> • Confused on why their brand isn't gaining traction • That social media isn't going to work for their business • That people just don't need what they have to sell 	<p>After working with me or buying my product they feel..</p> <ul style="list-style-type: none"> • Confident on when their brand is needing to be more defined • Excited to further social media opportunities to grow • Sure that they have a product people need and will like
AVERAGE DAY	<p>Before working with me or buying my product their average day looks like..</p> <ul style="list-style-type: none"> • Sitting on the computer aimlessly scrolling • Wondering why someone else is having success and they aren't • Frustrated and stressed about financial stability • Wondering if they should be a business owner 	<p>After working with me or buying my product their average day looks like..</p> <ul style="list-style-type: none"> • Confidently using their time on social media • Makes sales so frequently they don't have time to worry about what other people are doing • Planning their next vacation since sales are going so well • Confident they should be a business owner!

TARGET MARKET ANALYSIS GENERATOR

INTRO: Now it's your turn to try and work this Target Market Analysis Generator.

	BEFORE	AFTER
HAVE	Before working with me or buying the product they have..	After working with me or buying the product they have..
FEEL	Before working with me or buying my product they feel..	After working with me or buying my product they feel..
AVERAGE DAY	Before working with me or buying my product their average day is like..	After working with me or buying my product their average day is like..

ADDITIONAL INFORMATION

- DON'T act like you're so unique that everyone will buy your product. Realize that of course, we believe in our dream that way- but we can't sell by throwing one bottle into the ocean and hoping it comes back to us with a wad of cash replacing what's inside.
- DO realize that you can have many Target Markets. Each product can have a separate target market (or multiple target markets) that can inform your marketing plan & marketing tools, graphics, and language used to sell products.
- Corporations have used these tools for EONS to sell poor quality goods and services with no positive intentions. Realize these tools exist for you to make them work for you and that people feel more comfortable buying when they feel they can know, like, and trust you. And how can they do that if you don't have a clue who they are? And on the contrary, imagine if you can speak directly to your target market- wouldn't that help you find the perfect customers?