

# TARGET MARKET



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## TIPS

Taking the time now to really dive deep to learn more about your target market benefits you in so many ways. There is a reason we spend a whole week on this process.

### 1 PERSON

There might be lots of different types of people who would buy your product. But we are looking for 1 person that would most want to buy your products and potentially over and over again.

### IDEAL

Make sure you write about the ideal or perfect person. Most people buy soap, but for a soap maker someone who likes to save money on their soap is unlikely to buy handmade soap. But someone who loves artisan scents and textures is.

### NOT YOU

A lot of times the first time people start writing their story, they write it about themselves. Don't fall into that trap. Sometimes we are our ideal target market, but more often we can do something our ideal person either doesn't know how to do or doesn't want to take the time to do.

You may not be your target market. This story should not be about you.

Personally, I am a creative artist who enjoys making my own items and being crafty. But the ideal person for my retail business isn't crafty. If she was, she would make her own stuff and not buy it from me.

Answer the questions about your IDEAL person.

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## QUESTIONS

Use the questions below to really think about your ideal person and begin to understand them. Dive deep. Your ideal person is the person that your item is perfect for. They are your super fans.

1. What age bracket?

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2. Gender?

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3. What do they do for a living?

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## QUESTIONS

Really think about things. Include the details as they are relevant to your business and product. If your ideal person loves makeup and jewelry...then hiking is probably not a primary interest that you would make content around. Sure hiking girls might like jewelry too, but they are not your ideal person.

4. What is their income?

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5. What do they do in spare time?

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6. Where do they shop? And why?

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## QUESTIONS

It's also really important to not overthink this too much. Often we get hung up on "Well so and so likes my product too...and so and so could use it too" and "I have several so and sos who buy from me." This isn't about the so and sos. This is about the perfect person for your business. You have to attract them.

7. Do they like shopping local? Why?

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8. Things in their life they love?

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9. What inspires them?

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## QUESTIONS

If these questions are hard for you because you are not your ideal customer, reach out to some family and friends who might fit the bill and ask them where they shop, what they love doing in their free time. Ask questions in the community and get help from your fellow Codebook students as well.

10. What do they need help with?

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11. What is their personality type?

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12. What other pages do they follow?

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## QUESTIONS

When we truly understand our ideal customer, we are able to make not only content for them on our pages, we are able to create products, experiences, opportunities and relationship with them that can benefit us both for years to come all because we took the time to understand. This can involve some research...but really it is trying to think like your ideal person.

13. What TV shows, books, etc do they like?

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14. What shopping platforms do they use?

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15. Why does this person need you?

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Your story.