

Finding Your Target Market

Write the different kinds of target markets you think you want to work with, or that you already work with at the top of the chart (under Group A, Group B...)

Now, for each group, go through the statements on the left-hand-side and put a checkmark whenever that statement is true for that group.

The group with the most checkmarks is probably your best choice. If there's more than one group with the most checkmarks, pick the one that lights you up the most and feels like a great group to work with.

	<i>Group A:</i>	<i>Group B:</i>	<i>Group C:</i>	<i>Group D:</i>	<i>Group E:</i>
<i>Groups you most relate to</i>					
<i>Groups you feel most excited to work with</i>					
<i>Groups you already know people in or already have clients in</i>					
<i>Groups you know the most about</i>					
<i>Groups you would love to learn more about</i>					