



Target Market Worksheet

Choose who your business can help most clearly.

Complete this worksheet for one offer. Use relevant details only. Your first description can improve as you learn.

1. Describe your offer

What product, service or idea are you considering?

2. Explore five useful areas

1 Shared need

What problem or desired result connects these people?

2 Common traits

Which characteristics genuinely affect their need or buying decision?

3 Location

Where do they live, work, shop or search?

4 Buying habits

How do they find information, compare choices and choose a solution?

5 Business fit

Why is your offer suitable for this group?

3. Write your first target market description

Our target market is [group of people] who [share this need] and want [desired result].

Test And Improve Your Description

A useful target market is focused, relevant and open to evidence.

4. Evidence check

Record observations, conversations, reviews or other evidence that can improve your first description.

Idea or assumption	Evidence or observation	What it suggests

5. Check for common beginner mistakes

- ☐ The description is more specific than 'everyone'.
- ☐ Every trait affects the need or buying decision.
- ☐ The group is focused, but not unnecessarily narrow.
- ☐ The description uses evidence, not only imagination.
- ☐ I am willing to improve it when I learn more.

6. Test your marketing choices

Which message would feel most relevant to this group?

Where are they likely to search for information?

What could help them trust this business?

7. Choose one next step

What is one small action that can test or improve your description?

Remember: Your target market does not prevent other people from buying. It identifies the group your business will focus on first.