

## Four Effective Techniques to Choose Your Target Market Worksheet

### 1. Find a market accustomed to spending money

Note: It's better to find a market where people already buy, rather than an untested market.

Ask yourself: Does this market spend money already? What are they spending it on?

### 2. Find a target market that can be presented with a selection of products and/or services.

Note: Important so you can always have something to sell to them

Ask yourself: Are there many problems I can help this market with? Are there multiple products that they're looking for to help solve their problems?

### 3. Find a target market that you are knowledgeable about. *(optional)*

Ask yourself: "What do I enjoy? What am I knowledgeable about? What do people say is my specialty?"

### 4. Find a market that you are personally attracted to. *(optional)*

Ask yourself: Do I enjoy this topic? Am I willing to learn more about this subject?

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