



The ability to understand your target market is extremely important so you can provide valuable content to them. You will determine your target market now.

What does my target market want?

What does my target market need?

What does my target market desire?

What type of person would be happy to purchase my products and services?

What would you price your product at?

Is your business providing an inferior good or a normal good?

Is your product physical or digital? What is it exactly?

How many of these three will you strive for in your business? Check them off. Then, write why you chose them.

Price []

Quality []

Service []

If you choose it, why would you strive to offer a fantastic price in your business?

If you choose it, why would you strive to offer stellar quality in your business?

If you choose it, why would you strive to offer award-winning service in your business?