

The first question we ask our new clients is: "Who is your Target market?" and sometimes they enthusiastically reply, "Everyone can use our product!" However, the general public is NOT your target market. It is essential that we narrow down your target market to the group of people **most likely** to buy your product or service because even though it's possible that a random person might come along and buy your product, when you are spending money on a list you must narrow it precisely to your target market. This way you will see **the BEST results!**

The following plan will help you think about your target market, or at least provide food for thought for you to discuss with your list broker.

My ideal customer is:

- A Consumer at home address
 - Male
 - Female
 - Income is _____
 - Occupation is _____
 - Age is _____
 - Homeowner or renter?
 - Type of car
 - Presence of children? Number of children?
 -
- A Business Owner
 - Retail Store?
 - Restaurant?
 - Service such as lawyer, plumber, contractor
 - Work at Home?
 - Other: _____
- An employee at a certain type of Business
 - Ideal Title of the person is _____
- A non profit Group
 - Type?
- An Association
 - Professional or volunteer?
- A Professional
 - Accountant
 - CPA
 - Dentist
 - Financial Advisor
 - Fitness Trainer
 - Hairdresser
 - Lawyer

STRATEGIC

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- Marriage Counsellor
- Nurse
- Occupational Therapist
- Physical Therapist
- Other: _____

Now comes the fun part. Thinking again about whom exactly your ideal customer is, think of the things that they **MUST** do in order to fit into your target market:

- Must work as a _____
- Must be _____ (married, divorced, single, widowed)
- Must have donated to _____ (cause) within the past _____ (timeframe)
- Must have this specific interest: _____
- Must have experience with: _____ (swimming pools, certain software, horses, etc)
- Must have an interest in _____
- Must have this specific ailment: _____
- Must be retired

My ideal customer also:

- Must read these magazines/newspapers:

- Lives in _____ (zip code, city, county, radius around a zip code, country, etc)

Contact one of our motivated brokers today at 1-888-848-1215 to get some help determining your target market.

We look forward to helping you succeed!