

Identify your target market



Don't blow your budget promoting your business's services to the wrong audience.

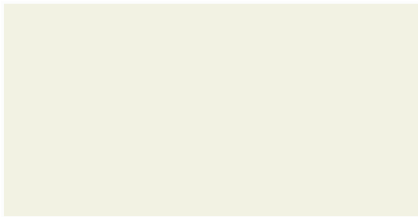
Use this worksheet to help you narrowly define your target client so you can meet them where they are.

First, consider your clients' traits by **demographic** and **psychographics**.

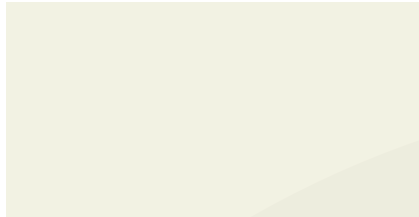
Demographics: the average or typical characteristics of your target market.

Psychographics: what motivates them to take action.

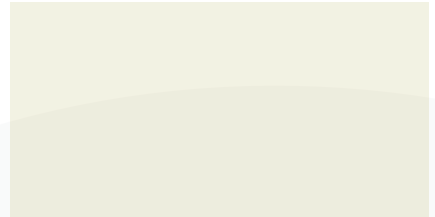
age



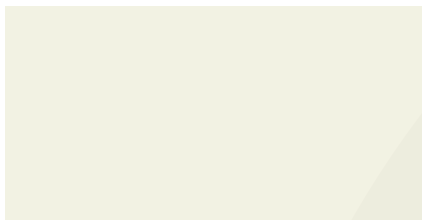
gender



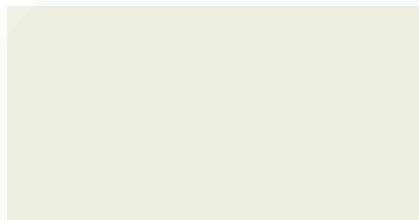
marital status



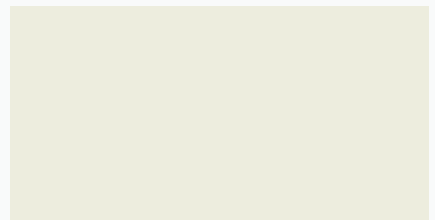
children



education



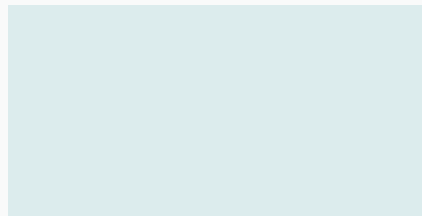
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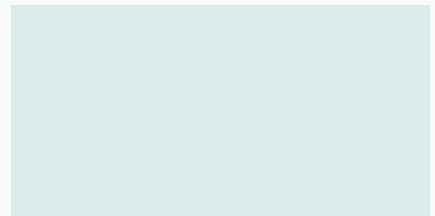
religion



income



values





Now narrow the field
by **asking questions.**

Who are my ideal clients?

(Think age, annual income, educational level, behaviors, values, etc.)

What are their pain points?

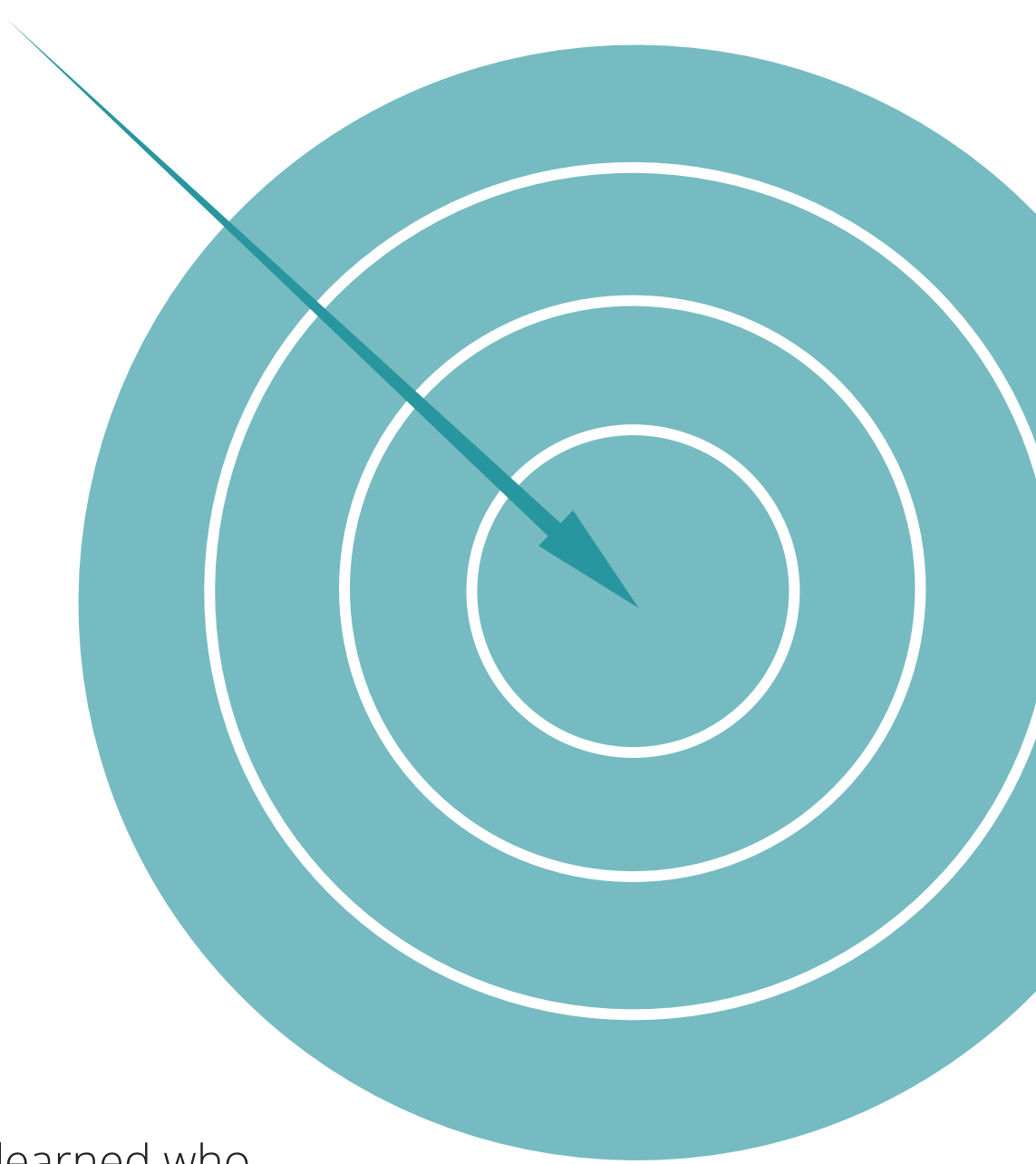
(Efficiency, time, ease of use, etc.)

Why should they buy from me instead of a competitor?

What are their most common objections to doing business with me? (Cost, time, etc.)

Who is NOT my target client?

What do I need to accomplish in the next 30 days to identify my target client?



Now that you've learned who

your ideal client

is and what they're most likely to be attracted to, see how **V3NN** can help you send personalized communications to your target audience automatically.

SEE HOW IT'S DONE