

## **WORKSHEET 1: TARGET MARKETING**

List your 5 major Geographic Markets by Town, Jurisdiction or Zip Codes:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **Profile your Customers**

1. Age Breakdown: \_\_\_\_\_ 2. Family Size: \_\_\_\_\_
3. Income Ranges: \_\_\_\_\_ 4. Lifestyle / Tastes: \_\_\_\_\_
5. Sex Breakdown: \_\_\_\_\_ 6. Homeowners / Renters: \_\_\_\_\_

Percentage Male Buyers: \_\_\_\_\_

Percentage Female Buyers: \_\_\_\_\_ 7. Available income: \_\_\_\_\_

### 8. Consumer Hot Buttons (rank by importance)

Location \_\_\_\_\_ Status \_\_\_\_\_

Price \_\_\_\_\_ Service \_\_\_\_\_

Value \_\_\_\_\_ Reliability \_\_\_\_\_

Convenience \_\_\_\_\_ Guarantees \_\_\_\_\_

Quality \_\_\_\_\_

Other (specify) \_\_\_\_\_