



Who Are My Target Customers?

For Successful Marketing – Know Who Your Target Customers Are

1. Where do they live?
2. How old are they?
3. Are they male or female?
4. Can they afford your price?
5. Will they actually pay your price?
6. Will your selling tactics attract customers?
7. Who is your competition?
8. What is the sales volume of your competition?
9. What long-term trends will affect your business?
10. How will these long-term trends affect your business?

QUESTION: What three items on the list above are the most difficult to find out?
