

Target Customer

You can't afford to target everyone so find your niche market.

How to figure out your target customer?

Look at your current customers, look at your competitors customers.

- What are their characteristics and interests?
- What do they have in common?
- Are they similar age, gender, income level?

Once you have done some research and found similarities write them down into the tables below so that you can have a clear picture of who your target customer is.

You may have a few different target customers depending on your service or product. Or you may have different targets for each product you sell. So copy this table and fill it in for each target customer.

Demographics

| | |
|--------------------------------------|--|
| Location (country, city) | |
| Age & Generation (Millennial, Gen Y) | |
| Gender | |
| Education | |
| Work/Occupation | |
| Yearly Income | |
| Accommodation (own home, renting) | |
| Family makeup (married, kids) | |
| Ethnic Background | |

Interests

| | |
|---|--|
| Brands and products they use and follow | |
| Social platforms they are on | |
| Hobbies and enjoyment | |
| Food and Drink | |
| Sports | |
| Health and Wellbeing | |
| Entertainment | |

Behaviour & Psychographics

| | |
|--------------------|--|
| Online Activity | |
| Spending habits | |
| Personality | |
| Lifestyle | |
| Attitude | |
| Values and Beliefs | |