



Identifying Your Target Market

BROUGHT TO YOU BY

W O M E N S G L O B A L V A . C O M



Identifying Your Target Market

1. WHO IS MY IDEAL CLIENT?

2. WHAT DO I KNOW ABOUT THEM?

3. WHAT ARE THE NEEDS & CHALLENGES OF MY TARGET MARKET?

4. WHAT SERVICES CAN I OFFER THAT WILL BENEFIT THEM?

5. WHAT CONCERNS MIGHT THEY HAVE ABOUT THE SERVICES I OFFER?