

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

Income

Education

Region

Hobbies

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?

Next steps

Now that you've learned who your ideal client is and what they're most likely to be attracted to, see how [Keap](#) can help you send personalized communications to your target audience automatically.

Demo how it's done