



# TARGET MARKET PROFILE WORKSHEET

## DEMOGRAPHICS

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Family status: \_\_\_\_\_

Household income: \_\_\_\_\_

Geographic Location: \_\_\_\_\_

Occupation: \_\_\_\_\_

Other: \_\_\_\_\_

## IF YOU'RE B2B:

Industry: \_\_\_\_\_

Revenue: \_\_\_\_\_

Job title: \_\_\_\_\_

Other: \_\_\_\_\_

## PSYCHOGRAPHICS:

Hobbies: \_\_\_\_\_

Values: \_\_\_\_\_

Political/philosophical: \_\_\_\_\_

Goals & challenges: \_\_\_\_\_

\_\_\_\_\_

What are they afraid of? Why? \_\_\_\_\_

What are they angry about? Who are they angry at? Why? \_\_\_\_\_

What do they secretly desire the most? Why? \_\_\_\_\_

Who else is selling something that promises to solve their problem, even if you know it won't?

Who else is selling something similar that actually can solve their problem?

What else have they tried to do on their own that has failed? Why? \_\_\_\_\_

Giving them respect for being scared, confused, intimidated, inexperienced, but not stupid, why did they try/buy a solution that didn't work? \_\_\_\_\_

What happens to them if they DON'T take action to solve their problem? \_\_\_\_\_