

Target Market Worksheet

1. Describe the idea:

2. What will the concept be used for?

3. Where are similar concepts used and sold?

4. What places do my prospects go to for recreation?

5. Where do my prospects go for education?

6. Where do my prospects do their shopping?

7. What types of newspapers, magazines, newsletters and Web sites do my prospects read?

8. What TV and radio stations do my prospects watch and listen to?
