

**Remember:** Everyone is in the market, but not everyone is your Market

**Instructions:** Use this template to define your target market. Remember, your target market is defined by the type of customers/clients that have a 1) higher probability of becoming your client, 2) can afford you and 3) can continue to provide you with more business in the future.

Characteristics	My Target Market # 1	My Target Market # 2
<b>Title/Name:</b> Give your target market a name		
<b>Who are They?</b> age, character, etc		
<b>What do they Like/Look for?</b> their likes, dislikes, etc		

Characteristics	My Target Market # 1	My Target Market # 2
<p><b>Where are they from/located?</b>            the suburbs/city,            big/small companies,            in the US/outside of            the US.</p>		
<p><b>Why do they buy the products/services?</b>            reasons for coming,            their expectations,            etc.</p>		
<p><b>When do they usually buy/more prone to buy?</b>            time/season/months            they usually make a            purchase,</p>		