

**Who is your target market? Be very specific. The answer is not "Everyone."**

**Are they male, female, or both?**

**How old are they, approximately?**

Or what "demographic" do they fit into? Boomers, Moms, Teens, or Tweens? If your product is for children, your actual target market is their parents, not the kids themselves.

**Why would they want or need your product or service?**