

Target Market Worksheet (Continued)

CUSTOMER PURCHASING BEHAVIOR	
New versus repeat customers	% New customers per month: % Repeat customers per month:
How do they prefer to buy your product/service?	Physical store Online store (internet) Face-to-face representative Phone
Purchasing frequency for my products/services?	# Per Year: # per month: # per week:
How price tolerant are your customers?	<i>Bargain Shopper</i> (Not tolerant) 0 1 2 3 4 5 6 7 8 9 10 (Very tolerant) <i>Value Shopper</i>
Primary influencers	Search engine rank Fashion/trends Price Reviews Social media Word of mouth Blogs Seminars Magazines Associations/clubs Celebrities Comparison shopping sites Newspapers Books
My product/service is a:	Necessity Occasional luxury Extravagant luxury
What do my customers value most about my products/services?	Low prices Availability Quality Service Special features
Why do your customers need your product/services?	#1) #2) #3)
CUSTOMER LIFESTYLE	
Attitudes & beliefs	
How often do they use social media?	0 times/day 1-5 times/day 6-10 times/day 10-15 times/day 15+ times/day
What magazines are my customers most likely to read?	
What websites are my customers visiting?	#1) #2) #3)
Top hobbies/activities that my customers enjoy doing	#1) #2) #3) #4) #5)