

Good Business is beneficial for all parties.

Am I of value to the Target Market?		
Who is the Target Market?		
What is their need?		
Where to they go now?		
Why would they come to you?		

Is the Target Market of any value to me?		
How much can they afford?		
How often will they trade with me?		
Is there potential to increase trade?		
Is there a risk in trading with this market?		
Is there an alternative benefit?		
What is another good question that is relevant to your industry?		

The different types of Target market.

	WHO are they?	WHY would they want to work with you? <i>Emotional Common Denominator</i>	What is the best way to communicate to them?	What do you want to communicate? What is your strategy?
End User. Who will use your product or service?				
Internal Advocate Who will promote you to the Discission Maker?				
External Advocate Who/what will influence the Discission Maker?				
Discission Maker Who is the Discission Maker?				