

Target Market Worksheet

This worksheet belongs to: _____

Make a copy of this worksheet! If you'd like our feedback, share this worksheet with ngjiaxun@gmail.com and alaric.ong.ahs@gmail.com after filling it up.

Part I

Fill up this part before writing social media posts or ads.

Demographics

This section will give you ideas for audience targeting. When you're in doubt, err on the broad side. Facebook's AI will narrow it down once your ads start running.

Demographics

Location —
Age range —
Gender —
Language —
Relationship status —
Children's age range —
Income range —
Housing type —
Education level —
Occupation(s) —
Others —

Interests

Brands/products they use —
Books/magazines they read —
Websites/apps they use —
Thought leaders they follow —
Hobbies/activities they engage in —
Topics they're interested in —
Keywords they search for —
Words they repeatedly use —
Others —

Psychographics

This section serves as input for your copywriting. Notice that it's similar to the 5-step consultation. Therefore, the more you talk to prospects, the easier it is to fill this up.

Where do they want to be?

E.g. Retire as a millionaire, upgrade to private property, burn fat, etc...

Where are they right now?

E.g. Cannot afford to retire, HDB just MOP, unable to slim down, etc...

What's the biggest pain about staying where they are?

E.g. Worried about rising cost of living, miss out on profit, won't feel confident, etc...

What are the obstacles preventing them from getting to where they want to be?

E.g. Too expensive, too risky, too complicated, etc...

Part II

Fill up this part before prospecting people online.

- What kind of places / groups / communities do they visit (Can be offline or online)
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 -
 -
- Who do they follow
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 -
 -
- How can you find a partner who already has the database of your target market
 -
 -
 -
- What kind of Facebook / LinkedIn groups do they join
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 -
 -
- What kind of hashtags do they follow? On Instagram, Facebook, etc.
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 -
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- How will you reach them?
 - Facebook ads
 - Adding them as Facebook friends
 - LinkedIn
 - Flyers, roadshows, cold calls, newspaper, TV, magazines

What kind of baits or hooks would entice your target market (e.g. free ebook, free training, free seminar, discount etc.)

- Ask yourself
 - How will you reach them?
 - Facebook ads
 - Adding them as Facebook friends
 - LinkedIn
 - Flyers, roadshows, cold calls, newspaper, TV, magazines

- How will you convert them from just getting your bait into becoming your customers?

Do not skip this step. Trust me, this might seem so basic, but after coaching over 1000 students and seeing how they write their ads, I realised those marketers that do well are those that are very clear on who their target audience is.

This will affect your

- Marketing copy, you must use the exact phrases and terms that your audience is using.
 - A lot of times we use bombastic jargons because that's what we are used to, but we forget that our audience might not refer to it the same way. We must speak in their language.
- It'll affect where you look for your clients.
- How you pitch to them.
- What kind of offers you will come up with for your target market.
- What kind of bait you would use to attract their attention.

Pause right now and take the time to think about this. Or ask your previous clients questions to find out the answers for this.

The moment Alaric did this, his business grew by 373% within 6 months.