

## Module 3 Text

### Target Market

- Target market means you have an 'ideal' customer in mind. You keep that customer in mind through all the phases of your marketing and development.
- I am sure everyone will love your product, but to be successful, you have to start with those that are ready to buy. Focusing on 'one customer' will help you get those customers who are most likely to buy. They will tell their friends, who will tell their friends . . .

### Developing the Ideal Customer

- Decide what the ideal customer is. What gender? How old are they?
- Decide what kind of lifestyle they would have. What would they likely drive? Where might they live? In what kind of a house?
- Decide what they do with their free time. What do they do for fun? What do they watch on TV? What kind of social causes would they be involved in?

### Make them real

- Pick a name that represents your customer: Rita Rivets; Pete Pizzadude;
- Define that customer in so much detail, that it is a real person to you.
- Look online and find picture that represents your customer. Post his/her picture near where you do your work and always keep them in mind.
- Take it one step further and develop a 'bio' sheet of your ideal customer.

### Take Action

- Research your market to find out who would buy your product or service.
- Develop your ideal customer by typing or writing a customer bio with their name in big bold letters at the top of the page.
- Find a picture to remind you of your customer.