Simple Series
'business realigned'

Target

When launching a new business or product it's very important to know who you are targeting early on in the process.

Customer

You will need to know what your customer looks like.

Needs

You need to know exactly what your customer needs and why.

Pain points

Find out what pain points your buyer has and how you can help solve their problems.

Hang out

You need to know where your audience hang out.

Attract

You need to know how to attract your audience.

Age

What sort of age will your audience be, will there be more than one age group?

Demographics

What are the demographics of your customer?

Education

What level of education is needed for your customer?

Similar groups

Are there any similar groups that support your products and services, if so, where are they?

Once you have a general idea of who your target audience is and where to find them, you will want to narrow this down and get more specific, as mentioned before there might be more than one audience to target, pick at least 4 different groups to work with, then pick the group who would be most likely to pay and benefit from your business.

Define 4 groups

1

2

3

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