

## Target Market Worksheet

This worksheet is designed to help you narrow down your target market. Knowing who your target market is and how you can serve them is key in developing your marketing strategy. The knowledge gained in using this worksheet will help you begin and continue your marketing efforts.

Possible Niche	Their Key Problem(s)	Your Key Benefits	Your Services	Where to Find this Group
First-time home buyers	Knowledge of mortgage process, down payment, and credit history	Online tools, responsive, accessible	Mortgage planning and mortgage advising	Apartments, rental homes, military base/post
1.				
2.				
3.				
4.				

*“A **target market** or target audience is a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise. A well-defined target market is the first element to a marketing strategy. The target market and the marketing mix variables of product, place (distribution), promotion and price are the two elements of a marketing mix strategy that determine the success of a product in the marketplace.*

*Once these distinct customers have been defined, a marketing mix strategy of product, distribution, promotion and price can be built by the business to satisfy the target market.”* Wikipedia