

TARGET AUDIENCE

WHAT PRODUCTS AND/OR SERVICES DO YOU SELL?

WHAT PROBLEM DOES YOUR BUSINESS SOLVE?

WHO IS YOUR COMPETITION TARGETING?

CAN YOU REACH YOUR AUDIENCE WITH YOUR BRAND MESSAGING?

WILL YOUR TARGET AUDIENCE BENEFIT FROM YOUR OFFERING?

WHAT DRIVES YOUR TARGET MARKET TO MAKE A PURCHASE?

CREATE A PERSONA: AGE, GENDER, OCCUPATION, LOCATION, LIFESTYLE, ECT.