

Target Market Profile Tool

Marketing your home business doesn't have to be stressful and confusing once you pin down who your target market is. Take it from me I struggled in the beginning in my business because I did the rookie mistake of marketing to everyone. Essentially my marketing never landed on my ideal prospect. Once I learned from my mentor about target marketing, I knew others needed this information and that's why I created this resource tool for you.

How To Use This Tool:

Your ideal prospect is YOU (shocking I know 😊). With that being said you need to “reverse engineer” where you were in your mind and in your life before you got started in your business. What was it about your business that made the difference? You're essentially looking for the person who was just like you and who wants to solve their problem with your business.

I broke down the profile like this :

- Demographics-Where are they in life right now?
- 4 core life areas: Spiritual, Relationships, Health/Wellness & Career/Finances
 - 3 Pain areas –What problem bothers them so much that they are willing to pay for the solution?
 - 3 Gain areas-What areas in their life will improve from doing business with you or partnering with you?
- Buying habits- Where and how do they spend their money now?
- Fun facts- What makes them special?

Best Practices:

- Give your Ideal Prospect a Name. This makes your prospect even more real because they are. Everyone in your business should be your prospect's name otherwise you will have a big mismatch.

Ex: My ideal prospect is named Vicki. I attract and recruit Vicki's in to my business all the time.

- You and the prospect are similar but not exactly the same. Keep in mind no one else has walked in your shoes so don't put your specific experiences on your prospect. Be more general but relatable.

Ex: Single Mother of 2 vs Single Mom with a dead beat dad named Tashawn-LOL!

- Create content with your prospect in mind. Keep this tool around when you are writing a blog post, making a video or recording a podcast. This way you can be clear and concise when delivering value to your ideal prospect.

Tip: Print this out and frame it for your desk or post on your wall.

Have Fun:

I know you will enjoy putting together your prospect as much as I did. Feel free to tweak and adjust this profile as your prospect evolves.

*To Your Success On Purpose,
Yvar Belotte
The On Purpose Entrepreneur*

Pain= Current problems

Gain= Desired outcome

Target Market Profile

Vicki



Spiritual & Faith

Pain:

- Feel distant from God
- Off & On church goer
- Not tithing

Gain:

- Daily devotional & prayer
- Plug in to local church
- Sing in choir

Relationships

Pain:

- Marriage is stressed
- Limited kid centered activities
- Need family vacation

Gain:

- Attend marriage conference
- Monthly family outings
- Weekly date nights

Fun Facts

Fav Books:

- Bible
- Think & Grow Rich

Fav Foods:

- Anything seafood
- Anything comfort food

Fav Movies:

- Friday
- Coming To America

Guilty Pleasures:

- MTV
- White Zinfandel

Health & Wellness

Pain:

- Low energy & fatigue
- 30lbs over wt./ Heavy -set
- Not pleased with body

Gain:

- Run 5K in 90 days
- Wear bikini next summer
- Take boudoir pics

Career & Finance

Pain:

- Dead end job
- \$100K in debt
- Living pay check to pay check

Gain:

- Go full-time in home business
- Start credit counseling
- Become a speaker, coach & author

Demographics

- 35 years old female
- African Decent
- Married for 8 yrs
- Mother of 3
- Clinical Manager
- Makes \$60K/yr
- Lives In Miami, FL
- Holds Masters Degree

Buying Habits

- Chief Purchasing Officer for Family
- Wal-Mart & Goodwill (food & clothes -2x/wk)
- Amazon (books and gadgets -2x/mon)
- Mostly buys on sale
- Clips coupons

Fun Facts

Hobbies:

- Singing/Songwriting
- Crossword Puzzles

Fav Celebrities:

- Oprah
- Beyonce

Technology:

- Late Adopter

Personality:

- Green (Analytical)

Fav Online Hangouts:

- Facebook
- Youtube

Pain= Current problems
Gain= Desired outcomes

Target Market Profile

Name _____



Health & Wellness

Pain:

- _____
- _____
- _____

Gain:

- _____
- _____
- _____

Spiritual

Pain:

- _____
- _____
- _____

Gain:

- _____
- _____
- _____

Fun Facts

Fav Books:

- _____
- _____

Fav Foods:

- _____
- _____

Fav Movies:

- _____
- _____

Guilty Pleasures:

- _____
- _____

Relationships

Pain:

- _____
- _____
- _____

Gain:

- _____
- _____
- _____

Career & Finance

Pain:

- _____
- _____
- _____

Gain:

- _____
- _____
- _____

Demographics

- Age & Gender _____
- Ethnicity _____
- Marital Status _____
- Parent # of kids _____
- Current Career _____
- Income Level _____
- Current Residence _____
- Education Level _____

Buying Habits

- Buys for _____
- Offline Buying From _____
- Online Buying From _____
- Misc. _____
- Misc. _____

Fun Facts

Hobbies:

- _____
- _____

Fav Celebrities: (Sports, Movies, TV)

- _____
- _____

Technology: (Early, Middle, or Late Adopter)

- _____
- _____

Personality: (Red, Blue, Green, Yellow)

- _____
- _____

Fav Online Hangouts: (Social Media, News)

- _____
- _____

Pain= Current problems
Gain= Desired outcomes

Target Market Profile

Name _____



Health & Wellness

Pain:

- _____
- _____
- _____

Gain:

- _____
- _____
- _____

Spiritual

Pain:

- _____
- _____
- _____

Gain:

- _____
- _____
- _____

Fun Facts

Fav Books:

- _____
- _____

Fav Foods:

- _____
- _____

Fav Movies:

- _____
- _____

Guilty Pleasures:

- _____
- _____

Relationships

Pain:

- _____
- _____
- _____

Gain:

- _____
- _____
- _____

Career & Finance

Pain:

- _____
- _____
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