

Target Market Analyzer

Male _____ Female _____ Both _____

Single _____ Married _____ Both _____

Age Range: _____

Educational Level:

High School _____

High School Grads _____

4 Year College _____

Advanced Degree/Specialized Knowledge _____

Economic Level:

(Check all that apply)

Under \$20,000 per year _____

\$21,000 – \$40,000 per year _____

\$40,000 – \$60,000 per year _____

\$60,000 – \$80,000 per year _____

\$80,000 – \$99,000 per year _____

\$100,000 – \$250,000 per year _____

Over \$250,000 per year _____

What is the main problem my target market has that my book or course will solve?

What are any other problems that my target market has that my book or course will solve?

What is the question most frequently asked or request most frequently made by my target market?

What is their biggest misconception about what they need to know?
