

# Getting to Know Your Target Market

## Example

Saturday, January 21st: Narrow down target market. Write out consistent characteristics.

Sunday, January 22nd: Write out a target customer biography.

Wednesday, January 25th: Write out a list of blogs and websites my target market frequents.

Friday, January 27th: Write out a list of magazines my target market reads. Go to the bookstore and look through those magazines taking notes on trends, wording, and design.

Monday, January 30th: Prepare questions to ask when I start talking to my target market one-on-one.

Tuesday, January 31st: Talk to at least five people in my target market one-on-one and write down their responses to my questions.

Wednesday, February 1st: Write a specific, targeted question and post it on my Facebook business page. {Example: If you buy original art, why do you buy original art instead of reproductions or prints?}

Monday, February 13th: Prepare and send out a survey to my email newsletter list.

Wednesday, February 15th: Ask a specific, targeted question on Twitter.

Thursday, February 16th: Ask that same question again on Twitter during a different time of day.

Friday, February 17th: Ask that same question again on Twitter during a different time of day. Compile responses from all three days and look them over.

Tuesday, February 28th: Put together a short survey to send to customers to get feedback after they've received their purchases.

Wednesday, February 29th: Talk to at least five people in my target market one-on-one and write their responses to my questions.

Thursday, March 1st: Post another targeted, specific question on Facebook business page. Record responses. Contact some responders with follow-up questions.

Saturday, March 3rd: Observe target market while selling at local craft fair. Ask specific, targeted questions to people who purchase.