

Target Market Biography

You understand how important it is to get to know your target market, right?!?! In an effort to do this, I want you to step in the shoes of one of your customers. Write a mini biography of her or him. Get really specific.

Include: name, age, occupation, marital status, where she lives, the way she dresses, if she has children, education, income, hobbies, style of home, likes, dislikes, television shows that she watches, books that she reads, her favorite movie, needs, wants, the last argument she had with a family member or friend, and what she eats for breakfast.