

Your Target Market

Remember a profitable target audience is

- Clearly defined – so that you could buy a mailing list of “them”
- In need of information on a specific topic
- Willing to pay to get that information.

If any of those three ingredients are missing, you won't make a lot of money from your product. But you can still deliver some great content to an audience that wants to hear it.

Who do you want to serve? Provide as many details about them as possible.

- How old are they?
- Men or women or both?
- Married or single? Parents or not?
- How much education do they typically have? Do they participate in ongoing education as part of their profession? Are there certifications they need?
- Where do they live? Houses, apartments, in the city, in rural area, in the United States, in other countries –which ones?
- How computer savvy are they?
- Do they use high-speed connections? Mobile connections? Surf on their phone?
- What do they do for a living? How much do they earn?
- When do they work on their hobby or business that is your area of expertise?
- How much time and money do they dedicate to your area of expertise?
- Where do they “hang out” online? Are there forums, member sites, magazine or news sites where you'll find them?

One of the most effective tactics for making more money quickly is to narrow your target market. You cannot afford to reach “everyone” – in terms of money, effort, message.

By narrowing your focus, you can really concentrate on your specific target group. You can get to know them and what they need and want and what they are willing to pay for. You can locate them and get your message to them.

Considering that – who is NOT your target audience? Provide as many characteristics about them as possible.

Looking at your clearly defined target market, what are their three biggest problems?
