

TARGET MARKET - DISCOVERY WORKSHEETS (1 OF 4)

Directions: Write down the name of your Mega Target Market. You probably already know what this market is, and it is the best way to start this process. This Mega-Market is the largest market that virtually every provider of nearly all products, services, solutions & advice would agree that they are “IN” this market.

(Example: The Food industry is a Mega-Market)

Action Thoughts