

TARGET MARKET - DISCOVERY WORKSHEETS (2 OF 4)
YOUR ULTIMATE TARGET MARKET

Directions: Write down your Ultimate Target Market. This is the market that best suits your goals, dreams, talents and passions. This is the area of where Your Mega Target Market, and your Personal Assessment overlap. Therefore, this is a sub-market of the your Mega Target Market. This target market is also the market where your direct competitors consider themselves to be in as well. In fact, by viewing some of these direct competitor sites, you can see what they call the industry that they are in, and this may be helpful. And, you may find them either calling the same thing, by different names, or indeed there may be two or many more different sub-markets that are a part of the Mega Target Market that you will find. Either way, find the best name for your Ultimate Target Market or markets, and write them down here.

Action Thoughts