

TARGET MARKET - DISCOVERY WORKSHEETS (3 OF 4)
YOUR POSITIONED TARGET MARKET
(TO BE COMPLETED AFTER COMPETITION ASSESSMENT)

Directions: After reviewing many of the primary competitors in Your Ultimate Target Market, you will need to find the most profitable group that is NOT being served by your competitors, or at least, is NOT being served well. This group will become the focus of your marketing efforts and will be used in your branding, and will help you to decide what you will become known for. This target market will be called your Positioned Target Market. As ideas about these groups of prospects pop into your head, please write them in this section. Later on, you'll be reviewing, and making a final decision about what is your Positioned Target Market is.

Action Thoughts