

TARGET MARKET - DISCOVERY WORKSHEETS (4 OF 4)
YOUR FUTURE NICHE TARGET MARKET
(TO BE COMPLETED AFTER TRENDS ASSESSMENT)

Directions: After reviewing your competition, and the future trends in your Ultimate Target Market, your goal will be to find your Future Niche Target Market. This group MUST include prospects who can or will soon become early adopters of the future, as you see it happening in your Ultimate Target Market. This group must be large enough, right now, to make it worthwhile, but more importantly, you must VERIFY that it is indeed the future of your market. Size, Verification, and Timing are all important in selecting your Future Niche Target Market. As you discover, read about, think of, and maybe even see examples of this Future being implemented in your market, please note them here, and later on you'll be reviewing and making a final decision about the focus of your first Future Niche Target Market.

Action Thoughts