

TARGET MARKETS - IDENTIFICATION WORKSHEETS

Describe Your 4 Target Markets

THE MEGA
MARKET

Define and Name This Mega Target Market

PERSONAL
ASSESSMENT

MARKET
ASSESSMENT

Define and Name Your Ultimate Target Market

COMPETITION
ASSESSMENT

PERSONAL
ASSESSMENT

MARKET
ASSESSMENT

Define and Name Your Positioned Target Market

COMPETITION
ASSESSMENT

PERSONAL
ASSESSMENT

MARKET
ASSESSMENT

TRENDS
ASSESSMENT

Define and Name
Your Future Niche Target Market
