

# Who Is Your Target Market?

## Take an inventory of your present customers:

Age range: Majority between \_\_\_\_\_ and \_\_\_\_\_  
Most others \_\_\_\_\_ and \_\_\_\_\_

Gender %: Female \_\_\_\_\_ Male \_\_\_\_\_ Couples \_\_\_\_\_

Employment %: Blue Collar \_\_\_\_\_ White Collar \_\_\_\_\_  
Professional \_\_\_\_\_

Ethnicity: Majority \_\_\_\_\_ Most others \_\_\_\_\_

Proximity to business %: Under 5 mi \_\_\_\_\_ 5-10 mi \_\_\_\_\_  
10-20 mi \_\_\_\_\_ Farther \_\_\_\_\_

Most customers' income between \$ \_\_\_\_\_ and \$ \_\_\_\_\_

## Target Customers

- ◆ Who do you want to reach?
- ◆ Focus on the ones you want most!
- ◆ What is a customer worth?
- ◆ Do you have the customers you want?
- ◆ Forget about being everything to everyone!

# Do the



What is the value of your average sale (ticket)? \$ \_\_\_\_\_  
(Total sales divided by total number of transactions)

How many times does an average customer come to your business each year? \_\_\_\_\_

What is your average annual revenue per customer? \$ \_\_\_\_\_  
(Multiply the first two figures above to get the average annual revenue per customer.)

What percentage of your business is repeat business? \_\_\_\_\_%