

Target Market

Develop a profile of your target market. Think about what type of people are most likely to buy your product. Answer the questions. Add new questions specific to *who will buy your product*.

Question:	Answer:
How old are the people who will buy my product?	
Are they male or female?	
What is their income level?	
What is their occupation?	
What is their education level?	
Are they married, single or divorced?	
Do they have children or grandchildren?	
Do they own or rent a home?	
What are their hobbies?	