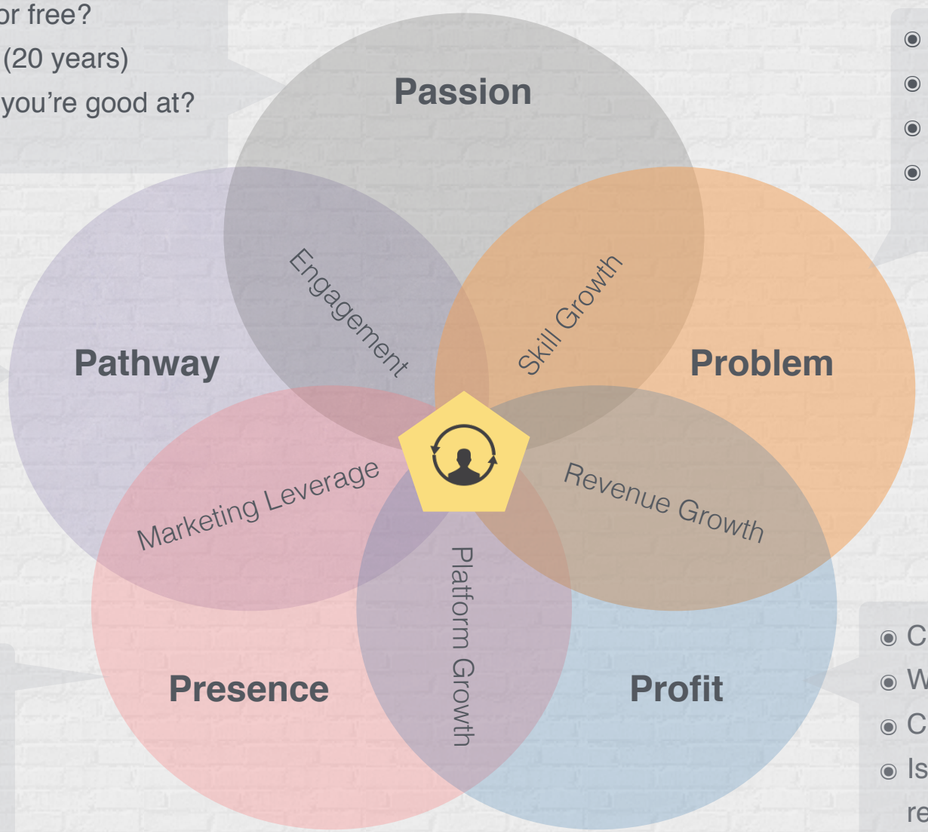
THE TARGET MARKET MAKEOVER

©

How to find your ideal target market. Use this framework to ensure that you're "climbing the right mountain" and creating products and programs that fill an existing need to a defined group of people that you are passionate about helping.

PERFECT AVATAR

- Who would you help for free?
- Think of the long haul (20 years)
- What do folks tell you you're good at?
- What comes easy?



- Is there an explicit need?
- Is there search volume?
- Is the market growing?
- Can you solve it better, cheaper or faster?

- How easily can you target online?
- Which social channels dominate?
- List interests, experts, publications, associations and groups

- Can you be seen as the "go-to" provider?
- How competitive is the niche?
- What messaging is being used in the market?

- Can they afford your solution?
- Whats the size of the niche?
- Can you quantity the ROI?
- Is there potential for recurring revenue?

THE TARGET MARKET EVALUATION TOOL

How to find your ideal target market. Use this framework to ensure that you're "climbing the right mountain" and creating products and programs that fill an existing need to a defined group of people that you are passionate about helping.

	PERFECT **AVATAR**	NICHE 1	NICHE 2	NICHE 3
Passion				
◉ Who would you help for free?				
◉ What do folks tell you you're good at?				
◉ What comes easy?				
Problem				
◉ What is the explicit need?				
◉ What is the search volume?				
◉ How much is the market growing?				
◉ How can you solve it better, cheaper or faster?				
Profit				
◉ How can they afford your solution?				
◉ What's the size of the niche?				
◉ How can you quantify the ROI?				
◉ What is the potential for MMR or recurring revenue?				
Presence				
◉ How can you be seen as the "go-to" provider?				
◉ How competitive is the niche?				
◉ What messaging is being used in the market?				
Pathway				
◉ How can you easily target online?				
◉ Which social channels dominate?				
◉ List interests, experts, publications, associations and groups				

AVATAR SNAPSHOT

While this first step may seem commonplace within marketing training programs, few small businesses properly gain clarity into their “perfect avatar’s” statistics, behaviors and interests. Doing this sets the stage for developing a powerful message and position within your marketplace.

PERFECT **AVATAR**

DEMOGRAPHICS (Who they are)

- Name*
- Gender
- Age
- Location
- Income
- Marital status

PSYCHOGRAPHICS (What they do)

- Social Media Groups
- Publications
- Associations
- Brands
- Experts (Gurus)
- Tools (Software)
- Activities
- Opinions, Behaviors, Events

DESCRIBE YOUR AVATAR

AVATAR GOALS GRID

This powerful step will make every aspect of your marketing more effective. Seriously. At the end of the day, your clients' decision to (or not to) take action boils down to their level of pain or desire for pleasure. This exercise addresses both. Which is why it's bad to the bone.

PERFECT **AVATAR**

NOW

PAINS & FRUSTRATIONS

GOALS & DESIRES

AWAY

TOWARD

FEARS & IMPLICATIONS

DREAMS & ASPIRATIONS

EVENTUAL

THE AVATAR CURRENCY CALCULATOR

This tool is used to list all the important “currencies” or measures of value. First list your Core Currency - the primary “business you’re in” from the Avatar Goals Grid. This will be the main category for your business i.e. web design, personal fitness, etc., and should not change based on your products or campaigns. Next, list all the currencies your product increases and decreases. Finally, decide which single currency your avatar wants to solve. And solve it!

PERFECT **AVATAR**

MY CORE CURRENCY IS: .....