



# CLIENT CALL GUIDE: TARGET MARKET

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## OVERVIEW

This document is your internal guide to review the target market. It outlines the key questions to ask and what to look out for.

## TARGET MARKET INTRO

- **Mindset:** Defining your Target Market is an iterative work in progress.
    - As you grow your business, you will learn more about your ideal customer. As you learn, take note and adjust your target market and messaging.
    - Review the data and insights that you've learned from customer interactions once a quarter.
  - **Niching:** If you are speaking to everyone, you are speaking to no one.
    - It is very important to get specific about who your product or service is for.
    - It is just as important to know who your products or services are NOT for
  - **Life by Design**
    - Hypothesize your ideal customer.
    - If you are a new business, you can test some markets to see what you enjoy most, who gets the most value, and who is the most profitable.
    - What do you want your day to look like? Ex. Are you remote or in person?
    - What knowledge and experience do you already have? Who would find it valuable? This is a good cross section to start with.
  - **Deep Dive: You need to enter the conversation going on in their mind.**
    - If you don't intimately know your target market, you can't effectively market to them.
    - You need to dig deeper than the demographics and tap into the psychographics of your ideal customer. You must understand their goals, their dreams, what motivates them, and what keeps them up at night.
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## SQUARE 1

### Objective

- Get clarity on the niche that will be focused on.

### Information Gathering

- Tell me about your target market or target markets.
- Are you a part of this target market? Do you have a unique skill to serve them?
- Why do you like working with this target market? Or why not?

### Fill out square 1: My Target Market

- If you sent a scout out to find your ideal client, what would you tell them so they KNOW that they found your ideal client?
    - What demographic data would you give them to pinpoint your ICP (Ideal Client Profile)?
    - What are things your market would say to signal they are the ICP?
  - Starter questions to ask:
    - What do they identify as?
    - How old are they?
    - What is their education level? Be specific. What type of degree?
    - Where do they live? Be specific.
    - What is their relationship status?
    - What is their income?
    - What kind of house do they have? Describe it.
    - What memberships do they have? (Ex. gym, spotify, yacht club, dollar shave club)
    - What kind of car do they drive?
  
    - What do they do for a living? What is their role? Why did they decide to pursue this career?
    - How do they spend their free time? Describe it.
    - What was the last thing they bought for themselves? Why?
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## CURRENT CUSTOMER ANALYSIS / HYPOTHETICAL CUSTOMER

**Objective:** Use insights from the answers below to continue to segment and get clarity about your ideal customer. The more specific you can be the better.

### Starter questions to ask:

- Tell me about your best customers.
  - Give me an example of one.
  - Why do you like working with them?
- Tell me about your worst customers.
  - Give me an example of one.
  - Why do you dislike working with them?

### Common Gaps:

- The client hasn't connected their personal fulfillment needs to their customers.
- Some of the reasons why they love their best customers are not captured in Square 1.
  - Use the PVP index to talk to the client about when they are most fulfilled.
  - Example: A coach likes working with young entrepreneurs because they have an open mind, are hungry to learn, and are open to life coaching.
- The client hasn't thought critically about who they don't like working with and continues to work with non-ideal clients.
  - Use the PVP index and update the ideal customer profile to help clients find more fulfillment in their work by focusing their energy and attention on the right clients.

## AVATAR REVIEW

**Objective:** Uncover psychographics. Make sure your client can enter the conversation going on in their mind.

### Common Gaps:

- Not uncovering their underlying motivations or desires. Vague / Short responses.
  - Have the client build out each response.
- No persona.
  - The purpose of the avatar is to paint a picture of a day in the life of your avatar.
  - Put a name and face to the avatar.
  - Picture this as character development for a book. Try to write in story form.