
TARGET MARKET

Don't Doula It Yourself - Business Membership



Start thinking of your **target market** as an ideal client, a client you would be thrilled to work with everyday. This ideal client is not just an 'avatar' she is a person with **unique behaviours and interests**.

STEP 1: How do we find out about our market?!

Where does she live? (Urban/Suburban/Rural)
What are her values?
What does she want in life? Life goals?
What are her hobbies/interests?
Who are their idols? Ex. Oprah
What stores does she shop in? Her buying habits?
What coffee shops does she love?
Where does she hang out online?

Take the time to get clear on these questions. Don't skip this step! It really saves you time in the long run... we promise!

How does she dress?
What are her personality traits?
What language does she use?
What stage of life is she in?
What worries her, keeps her up at night?
What are her needs/wants?



STEP 2: How do we figure out our offer?

Why should a client choose you?
What makes you different from others in your area that have the same service?
Are you a VIP service?
Are you more fun?
Most experienced?
Cheapest? (you would use words like budget friendly)
The most educated?
An expert on a certain topic?
The original?
What do friends/family/clients always ask you about?
What are people ALWAYS asking in groups that you know the answer to?
What are my strengths when working with clients?
What do I know a lot about?
What do I love to do?
What problem do I solve for my target market?
Is there a market for this, is this something people want/need?
Don't know of anything different about your business - Try the 'toasted' principle (Mad Men)

Getting to know yourself & your competition (yes, more spying)!

Who do you currently work with?
Or want to work with?

Are there complementary businesses that serve this market? ex. Natural Mama

Do you currently have competitors in this market?

What makes you different than your competitors?
Are there any gaps in their services that you can fill?

Name 3 specific traits of this market

Would you like to focus on any of these traits? Why?

How have you been serving these clients? how have you stood out?

Is this different from your competitors?

Name one or two unique service you offer your clients.

Are there any competitors that offer this?
Is there any gaps in the service they provide?

Are there any assumptions/falsehoods people have about these services?

How is your competition addressing these?

What are your values?

Are these values important to your clients?

How do you want to help/do good in the world?

How do your competitors good in the world?

How does your design call out to your clients?

How does your competitors design call out to your clients?

What is the problem that your unique offer(s) solve for your clients.

How is this different from your competitors?

Are you properly communicating your services?

Are you properly communicating your difference?