

HOW TO DEFINE YOUR IDEAL TARGET MARKET WORKSHEET

with @AliceAnnElam



We are looking for the smallest viable market. Harsh truth time: everybody doesn't want to work with you! OK, now that the truth bomb has set in, it's actually going to help you be more specific and serve a target market that will love you (and tell your friends about you)!

What is a target market? It is the specific group of people you want to be your clients. It will help you with marketing, referrals, messaging, advertising and more! They have similar behaviors and interests. Once you have defined this group, it's easier to speak to them because you know what they like, don't like, pain points they have, and can serve them better.

In this worksheet, you will create a specific avatar that will help you define your ideal target market and have you selling more houses in no time!

Check out <https://aliceannelam.com/2020/04/28/define-your-target-market/> for the whole post and video that accompanies this guide.

Print out this guide and use it to brainstorm your ideal target market. Remember, the more specific you can be, the better the results! We are looking for the smallest viable market.



HOW TO DEFINE YOUR IDEAL TARGET MARKET WORKSHEET

with @AliceAnnElam



1. FIND PEOPLE SIMILAR TO YOUR FAVORITE PAST CLIENTS

(if you don't have past clients, think about your ideal client?) You can also use this to interview past clients to get their answers if you don't know the answers.

Who are some past clients I enjoyed working with?

What life-stage are they in?

What pain points did you help them solve?



HOW TO DEFINE YOUR IDEAL TARGET MARKET WORKSHEET

with @AliceAnnElam



What questions did they ask?

What did they enjoy doing for hobbies or how did they spend their time?

What industries did they work in?

What other qualities did they have or homes they were interested in?



HOW TO DEFINE YOUR IDEAL TARGET MARKET WORKSHEET

with @AliceAnnElam



2. FIND PEOPLE SIMILAR TO YOU

What life-stage are you in?

Where do you live (specific neighborhood)?

Are you a transplant to the area or have you lived here all your life?



HOW TO DEFINE YOUR IDEAL TARGET MARKET WORKSHEET

with @AliceAnnElam



What are your hobbies and interests?

What life experiences do you have?

What is your style (i.e. casual, professional, etc)?

What other qualities do you have or other things that people would say about you?



HOW TO DEFINE YOUR IDEAL TARGET MARKET WORKSHEET

with @AliceAnnElam



Now that you have brainstormed, It's time to put it all together!

TARGET MARKETING MAD LIBS

My client is named _____. They're M/F (circle one). They're ____ years old and live in _____(specific neighborhood). S/he is (chose one) single, in a relationship, married.

They have (number) ___ children who are (ages)_____. When they wake up in the morning they worry about _____. Her/his job is a _____. In their free time they _____. When they think of themselves in 3 years, they seem themselves as _____, _____, and_____.

They are interested in buying/selling (circle one) a home because _____
_____. They are interested in a (type of house)_____.

When it comes to the home, they are interested in (certain features)_____
_____. In the buying/selling process, they worry about _____.

When it comes to a Realtor®, they care about _____,
_____, and_____. While working with me, they'll feel
_____, _____, and _____. They will tell their
friends about me because I bring _____to the table.



HOW TO DEFINE YOUR IDEAL TARGET MARKET WORKSHEET

with @AliceAnnElam



TARGET MARKETING MAD LIBS

List out anything else about your client that wasn't in the Mad Libs here:

I hope you found this exercise helpful. Please share with me @AliceAnnElam on social media or email me hello@aliceannelam.com if you found this helpful, have questions, or feedback.

Sincerely,

Alice Ann

