**Target Market & Mini-Marketing Message**

**Take as much space as you need to complete this exercise.**

**Demographics:**

1. List all the demographics of your target audience (observable characteristics or traits. e.g. age, gender, what they do, where they live, habits, behaviors, etc).

1. Pick the most important demographic(s) from above.

**Psychographics:**

1. List all the psychographics of your target audience (unobservable characteristics often related to beliefs, values. e.g. value spirituality, love nature, family-centered, normally would never seek help, etc).
2. Pick the most important psychographic(s) from above.

**Identify Your Target Audience’s Core Problem**

Describe the core problem your potential clients are facing that has brought them to see you (in their words, not yours).

1. List all the problems related to the core problem that clients will say when they come to you (again, in their words).
2. Pick the most important one from those above.

**Identify the Desired Outcome/Solution/Benefits They Want:**

1. List all the solutions/outcomes/benefits your potential clients want/desire (again, in their words).
2. Pick the most important one of those above.

**Your Mini-Marketing Message**

Combine the above into a mini-message below. Use demographic(s) and psychographic(s) if possible, as well as either the core problem they are experiencing and/or the solution to their problem. OR, You could include both the problem and solution in the statement.

**Write your mini-message below:**

**Examples:**

**For a more general target audience:**

#1: I help people (demographic), who have been unhappy for much of their lives (psychographic) find more meaning, purpose and joy (solution).

#2:I help driven (psychographic) career people (demographic) who are overloaded with stress (problem) feel more in control of their lives. (solution).

**For a more specific target audience:**

#2: I help mid-life single women (demographic) with a Christian faith (psychographic) who are unhappy in their relationships but don’t want to get divorced (what/ problem). OR, Instead of stating the problem, state the solution—i.e. “want to save their relationship.” (solution/benefit).

#3. I help couples who are infertile (demographic) who don’t want to give up their hope of having a child (psychographic) overcome the stress and heartache associated with repeatedly being unsuccessful at conceiving (what/problem). OR instead of stating the problem state the solution - i.e. “come to accept and enjoy their lives with or without having children” (solution/benefit).