

# Our Target Market Customer Profile

1. *Sex*
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2. *Age Range (keep within ten years if possible)*
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3. *Income range*
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4. *Geographical location/distribution*
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5. *Marital (and Family) Status*
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6. *Educational Level*
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7. *Niche or Typical Profession(s)*
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8. *Typical Title(s) or Job(s)*
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9. *Company Size (or Major Employers)*
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10. *What are their major pain points?*
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11. *What are their major obstacles?*
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12. *What are they afraid of?*
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13. *What do they really WANT?*
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14. *What problem do they really want solved?*
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15. *What frustrates them?*
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16. *What do they read or watch?*
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17. *What kind of music (or music station) do they listen to?*
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18. *Where do they hang out/network?*
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19. *What do they want (in your area of expertise) that they can't find?*
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20. *What topics are they discussing on boards, blogs, conferences, and/or websites?*
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