

Identifying Your Target Market

1) Who is the identifiable community you want to serve?

2) What is the problem THEY ALREADY KNOW THEY HAVE that you can solve?

This is what they WANT, not what they need.

Most people don't know what they need.

You will give them what they need later on in the sales process after they become a lead.

What are their most common / most intense Fears, Frustrations and Desires (FFDs) ?

1) Most Common Fears: _____

2) Most Common Frustrations: _____

3) Most Common Desires: _____

4) Most INTENSE Fears: _____

5) Most INTENSE Frustrations: _____

6) Most INTENSE Desires: _____