**Analyze Your Target Market Questions**

1. Do they read newspapers, magazines, community fliers? Which ones?
2. Do they gather at specific spots at specific times? Churches, schools, meetings, community events, professional groups, cafes?
3. Are they online frequently, and what do they do online?
4. Can they afford your product? (if not, you should probably re think your target)
5. What exact value will they get from your product?
6. What’s important to them, what do they value?
7. Where do they shop, and for what?
8. Who is/are the decision makers(s)?