

Target Market Analysis

Target market group title:

- Applicable Demographics

Age

Income level

Occupation

Gender

Geographic location

Educational level

Other

- Target's physical, emotional and personal needs and goals

- Features your practice offers*

- Benefits your services provide*

- Places to find members of this market

Stores where they shop

Places where they socialize

Online newsgroups

Other

- Publications they read

Local and national magazines

Print newsletters

Online newsletters

- Groups they belong to

Support groups

Civic organizations

Professional associations

Social clubs

- Special events and important dates

Specific awareness days

Races (for athletes)

Seasonal stresses (e.g., January - April for accountants)

- Companies and wellness providers who service this market

- Trends that will most likely affect this market

- Where they look for help

Online resources

Telephone book

Bulletin boards

Friends

Organizations

Other

- Needs that aren't being met by traditional services and products

This could range from physical relief from current condition to emotional components such as compassion and understanding

- Target's philosophical beliefs about wellness

- Target's perceived value of your services

- Primary reasons the target does or would use your services

- Average number of sessions per client per year

- Session intervals

Daily

Weekly

Biweekly

Monthly

Bimonthly

Occasionally

* Whenever possible, match these to the Needs and Goals