

Coaching Yourself™: Improved Business Practices and Profits

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Introduction

The Coaching Yourself™ publications are designed to help you think creatively about the direction and alternatives of managing the business. These documents in themselves do not provide solutions, but instead focus on the ten best questions by category that will lead to the answers. You are the best expert on your own business in your own market. Taking time to understand the most important issues, defining the desired goals, and prioritizing activities to achieve these goals provides a basis for proactively managing the growth of your business where you want to take it. You do not know what you do not know.

The Customer (Target Audience)

Who is your target audience? All business starts with the customer. Without a customer there are no sales and no business. Defining your target customer, understanding their needs, wants & desires, as well as their traffic patterns; will help you define your offering and position your message.

1. Can you define your ideal customer? Where do you find more of them? Can you reach them?
2. How big is your target audience?
3. How fragmented is the audience and can you address the differences?
4. How do you provide customer support?
5. How will your customers' needs change over time or changing environment?
6. What value does the customer receive from your offering?
7. Will your customers provide you with a testimonials? Have you asked?
8. Will your current customers need more product/service in the future?
9. How does your target customer audience evaluate purchase decisions for the products/service you offer?
10. Can you anticipate your customers' hot buttons and objections? What is important to them?

Resources:

Target Market: http://www.esmalloffice.com/SBR_template.cfm?DocNumber=PL12_2000.htm

Targeting Your Market: http://www.va-interactive.com/inbusiness/editorial/sales/ibt/target_market.html#p

Department of Commerce: <http://www.census.gov/>