

Instructions for use of PTL 1.0 Specify Target Market

Use the PTL 1.0 to define what type of people you want to focus on to create contacts. After examining the possible target markets, what market segment do you think has room for growth? Which one will bring you the best possibility of beneficial projects?

PTL 1.0 Specify Target Market Questionnaire

1) Is the target based on demographics? (income, location, home value) _____

What demographic will you use to separate your target group from the general population?

How will you communicate your marketing materials to them? _____

2) Is the target based on a professional group? (Architect, Builder, Mason) _____

What criteria do you use to separate out your target group from the general population?

How will you communicate your marketing materials to them? _____

3) How heavy or weak is the competition in the targeted market. _____

4) What is the growth potential of this target market? _____

PTL 1.0 Specify Target Market Outcome

After selecting your target segment, and considering the market and the potential for growth, decide if there is an opportunity for producing a list of high quality contacts from this segment. Should you continue to 2.0 or should you select a different segment to attack?