

Learning Objectives for Session 04

In this Session 04 you will learn:

- What is a “target market” and what does it mean for my business?
- How can I find out who my target market is?
- What is it that makes my customers buy from me?

Overview

How many buyers are there? Where are they, and what do they care about? What do they read, what do they watch, what do they listen to? The more you can learn about your buyers, the better you can market your business to them.

Definitions

Demographics: A way to group people based on similar traits, such as age, income, and home ownership. These groupings can help a business understand the buying habits of their customer base, in order to better market to them. The best free source for this kind of information is the [U.S. Census online](#). You will find information on housing, income, businesses, and more.

Target Market: A segment of people that a company identifies as the main customer for its product or service.

Market Analysis: A method of looking at the total market size and growth, and then breaking the market down into segments. This segmentation creates target markets, which allows a business to create a specific a marketing message for each segment.

Psychographics: A way to group people based on lifestyle, beliefs, values, buying habits, and product usage. The original research behind psychographics is the [VALS Framework](#).

Suggested Readings for Session 04

The following books are a good supplement to this course, but are not required:

- [Lean Business Planning](#), Tim Berry
- [3 Weeks to Startup: a High Speed Guide to Starting a Business](#), Tim Berry and Sabrina Parsons
- [The Art of the Start 2.0](#), Guy Kawasaki