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TARGET TOOL GUIDE

YOUR GUIDE FOR DEFINING YOUR
TARGET MARKET



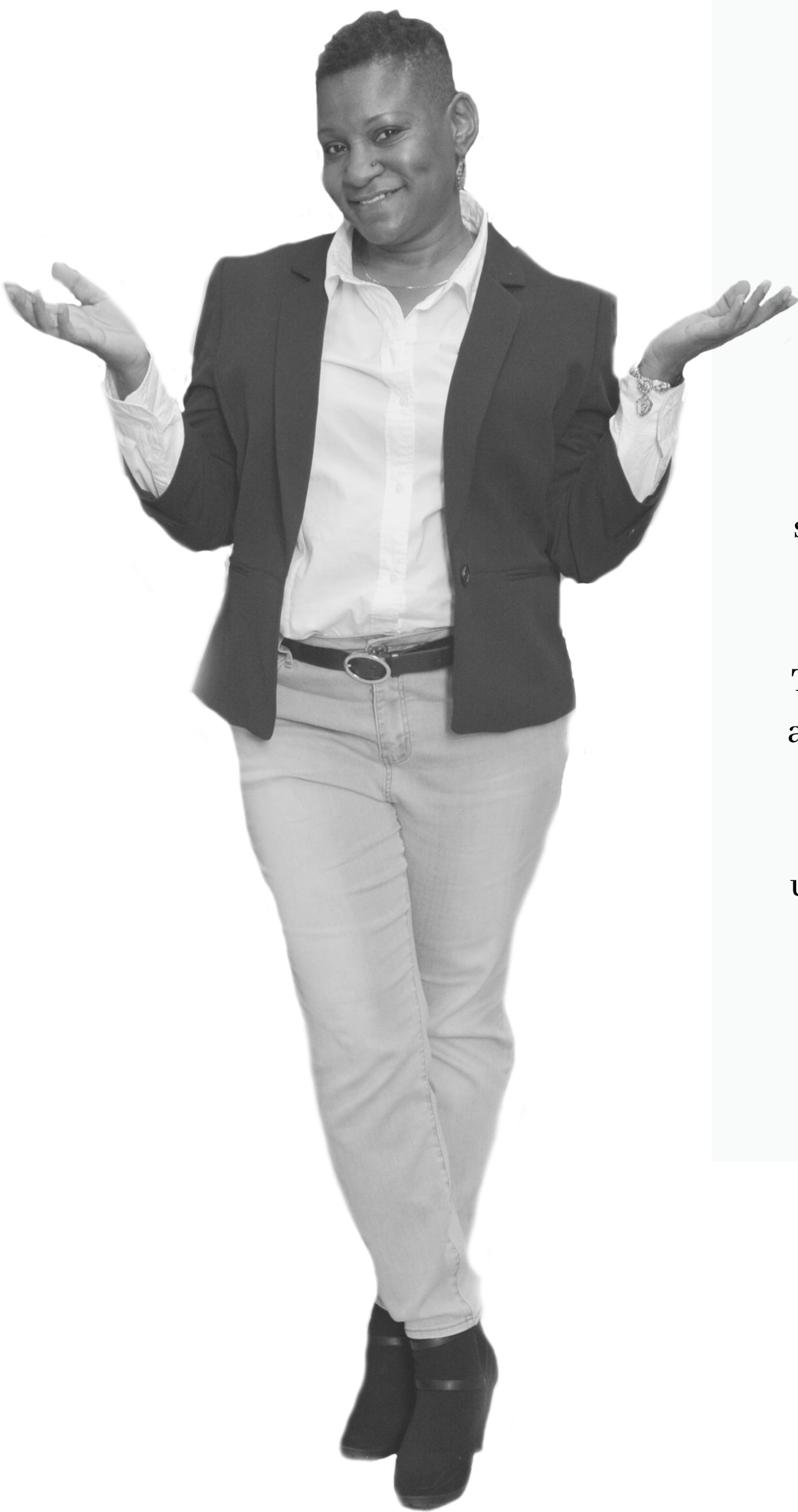
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Where's My Target Clients

Target- and I'm not talking about the store... 🤔🤔🤔🤔

#targetmarket

I'm speaking on who are you talking to as it relates to your content marketing out here on these internet streets....



Most of my creative life I have constantly created products and services and thought that Wow this is great, but I never had a clear vision on who would this be good for ... Oh yes, your family and friends are your 1st go to .. and they think everything you create is great and yes... you are on your way to the next million dollar idea... and next thing you know you are stockpiling product and you have no definite person to buy this stuff. In my early days, I use to craft up and sew a lot of products I did many trade shows and presented my items... sometimes success more times not so successful... Things were slow folks would pass by and even tell you how nice it is... , but no purchase so back home again with all the stuff you came with. Sooo it brings me to Target... Yes, what you do is great Yes what you do is awesome... That product will be great to have for the right person... So it's up to you to do the research.. find out who is your Target Audience... Who could use your product and or service... What problem are you solving and who is it that has the product... So its time to go to work... Find out who 's buying what your selling

So the question remains:
Who are you talking to?

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5 Tips of Finding your Target Market

1. Clarity of Purpose

Can you describe what you do and how your product or service can benefit the buyer

2. Look at your Current Base of Customers

What do they all have in common with each other

3. Check out Your Competition

Who are there buyers and how can you niche down to be more attractive to the same client base

4. Also Consider Age Location Gender Income Level Education Level Martial Status

5. Create you a survey to ask customers specific questions regarding your offering

5 Tips of Finding your Target Market

Once you are able to narrow down who you are serving than you will be able to create the content that speaks to your market. Your materials will not only speak to them it will bring them to your offering and you will begin to see a change in your business rather quickly.

Fun Tip:
Create you
Your Idea Customer
Do it by creating a story of who they are

- What's their name
- What is their occupation
- Where do they live
- Are they married
- Do they have children
- Where do they shop
- What do they do for fun
- Do they Travel
- What are their Hobbies

Now Create the Story on How they Met you
and How you are going to assist them with your offering!



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