

# Assessment Questionnaire: Know Your Market



As a business owner and entrepreneur, it is critical that you know who to market to. Knowing your target market is an essential step to business success. Without knowing your ideal market, you cannot strategically invest your limited time, energy, and money. It is also critical that you not only know your target audience, but that it is the best possible market for you. You do not want to waste resources marketing to the wrong market.

Have you selected a specific niche market? Have you found a market that seems to be ideal for you? Do you need to re-think your target market identification?

Please read each statement and record your level of agreement on the scale of 1 to 5.

1 = Completely False  
2 = Mostly False  
3 = Neither True or False

4 = Mostly True  
5 = Completely True

1 2 3 4 5

1. I can easily state the age, gender, educational level, and income level of my target market.
2. I have done market research to determine who is best in or not in my target market.
3. I have considered the sales cycle for completing sales with people in my target market, including length of time to close and complete the sales.
4. I can fill in this sentence: 'The top three most common professions of my clients or customers include....'
5. My current target market is in a specific geographical location or I can clearly justify why geography is not a consideration with this market
6. I am very enthusiastic and energetic about the market I have selected for my business.
7. I have gone through a brainstorming and refining ideas process to select who I am going to market to.
8. My business is uniquely qualified to address the needs of the specific target market we are currently focused on.
9. I have abandoned the idea that marketing to everyone means more possible clients or customers.
10. I have developed a marketing plan which addresses how the unique strengths of my business applies to my target market.
11. My experience, both personal and professional, aligns very well with the target market I have selected.
12. I can state in one sentence the clients or customers my business serves.
13. I have received professional consultation or coaching to refine my market and insure that it is the best one for my company.
14. I know exactly who my competitors are and how they are marketing to my target audience.
15. I have been targeting the market that I target for at least 3-5 years and business has been steadily increasing.
16. On a typical day, I think of how glad I am to be working with the clientele who I work with
17. The revenue that I have been generating from my marketing efforts is worth my investment in time and energy.
18. It is typical for me to think that the clients or customers I work with are highly enjoyable and interesting.
19. I can honestly say that I am (or my company is) the best qualified referral for a member of my ideal market.
20. I know the percentage of my target market that is likely to purchase my services or products.
21. When I think about the people in my target market, I know their psychological needs, motivators, and incentives to buy.
22. Members of my target market have given me or my company consistently positive feedback and evaluations
23. I know how to best reach those in my target market (i.e., telephone, email, advertising, in person, listserves, etc.)
24. I am aware of the trends and latest changes the people in my market are likely to have recently experienced.
25. The creation of my target market developed from a good deal of time, consideration, research, and thought
26. Customers in my market do not regularly create significant troubles or stress for me or others in my business
27. I know when and how people are likely to buy my products or services.
28. If I was not able to work with those who are in my current market, I would feel a sense of loss or lack of contentment.
29. I am happy to say that my sales have been steadily increasing since I have been focusing all of my marketing efforts on the current market
30. I understand very well the hardships, struggles, difficulties, frustrations, and challenges that those in my target market go through.

31. Name

32. Email

33: Tel No,

**Thank you for taking the time to fill out the form - we aim to respond to your form within 2 working days**