

Target Marketing

To build a successful home business, I first define my target audience.

This is how I defined my target audience for one of my home businesses, US Mint Fresh Silver Coins.

First I Brainstormed, who might be my target audience for my Silver Coin opportunity.

1. people that want a home business
2. people that invest in silver
3. people that are coin collectors

Second, I prioritize home business, investors then coin collectors.

Third, I defined my target audience.

People that want a home business

1. stay at home moms/dads
2. unemployed
3. graduates
4. people in debt
5. people that want an extra stream of income

People that want to invest in silver

1. investors
2. speculators
3. portfolio managers
4. financial planners

People that collect coins

1. coin dealers
2. art dealers
3. antique shops
4. flea market dealers

Fourth, I try to understand the habits of each sub category of my target audience.

Example: Stay at home moms/dads – Someone that may have a little bit of time during the day to put in a few hours building an extra stream of income for their family; Someone, that may frequent grocery stores, children's stores, coffee shops and health clubs during the day.

Fifth, I choose communication methods to reach each sub category of my target audience

Stay at home moms/dads

1. internet advertising
2. email campaigns
3. classified ads
4. post cards
5. door hangers
6. flyers

I hope this helps you focus your efforts for building your home business.

Much Success!

John Suhr

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