



Lesson Action Guide

Target Market Defining



Key Concepts: A Summary of What You Learned

- What your perfect customer is like.
- Your A/B demographics.
- The where, who, why and when of your A/B customers.



Action Steps: Complete Before the Next Lesson

- Print out the transcript for this lesson.
- Follow the steps as shown in the video and transcript.
- Identify your best customer.
- Use the 4 W's to define your target market.
- Summarize the type of A/B customer you'll be acquiring.



Ideas and Notes

Shut off anything that may distract you, like your mobile and emails, and put on some light music if you like.