



WP Study Group

How to Find Your Ideal Market in 2022

WORKBOOK

Marketing Focus Worksheet

Choosing a target market or marketing focus is an important way to keep your marketing on track.

Without having one, it is easy to dance between futile marketing efforts or get caught up in the shiny object when you come across something shiny and new - like a new app launched on Appsumo.

You may also find yourself struggling to tell others what you do and losing jobs to less competent freelancers because the client didn't know you offered the service they wanted.

The aim of the workshop, therefore, is to help you focus on what you want to be known for by really diving in and doing some introspection.

We'll be cross examining industries, skills and your values over past, present and future timelines.

Questions for Introspection

The following process is about gathering places in time that evoke certain emotions. Like what did you feel most competent doing, what type of person would you be proud of becoming or what is your happiest vacation memory.

Likewise, feelings of anger and resentment may arise from certain prompts which is totally fine to note down too.

So let's go...

Industries and Businesses

Question	Answer
What profession did you always want to pursue growing up? And why?	
Who do you have the most respect for when it comes to the career they hold or job they possess?	
What industries are you invested in seeing grow in 2022 and beyond?	

Services, Skills & Apps

Question	Answer
What types of hobbies do you have? And what shops do you frequent often to satisfy this hobby?	
Give an example of a skill that you have traditionally invested	

into learning and are still learning today.

What tools did you once use and no longer use? Why not?

Personal Views, Personality & Touch Buttons

Question	Answer
What was a bad experience you had with a client and what made it bad?	
Who do you not want to work with and why?	
If you could change one thing in the world, what would that be?	
What is your idea of an ideal client?	

Experience and things I have Created

Question	Answer
What is something I have very good at creating quickly?	
What is something you will not compromise on when producing your best work?	
What is something you are well known for that wows people?	
What results have you gotten for people that really made them clasp their hands to their mouth and gasp with glee?	

Considerations Score Card

{Insert Idea Here}				
Industry	Skill	Personal	Experience	
Put an x in the column that is relevant to this consideration				
Passion	Competency	Confidence	Network	Help
Put a number on a scale of 1 - 10 with 10 being the most impactful				
Profitability	Scalability		Growth	
Put a number on a scale of 1 - 10 with 10 being the most impactful				

Reference

Professional Services	Trade Based Industries	Manufacturing and Mining	Publishing & Editorial
Education	Government and Social Services	Health & Medical	Arts & Culture
Entertainment	Computing and ICTs	Sports & Recreation	Fashion & Clothing
Writing	Social Media	Graphic Design	Copywriting
Administration	Web Development	Translation of Languages	Video Editing
Event Management	Digital Marketing	Podcast Production	Web Design

Women's Rights	Equal Opportunity	LGBT Community	Disability
Cultural Differences	Third World Countries	Digital Nomads	Fashion Aficionado
Religion	Mothers and Lady Bosses	Heart Based Marketers	Senior Powerhouses

Business Growth	Weight Loss	Product Launches	Education Prep & Pathways
Finding Love	Becoming Productive	Financial Freedom	Product Creation
Migration & Visas	Meditation and Calm	Write a Book	Create a <u>Podcast</u>