

I want to know the people I'm working with  
by better defining who I am trying to reach

Target Group

What do you call this group?

Can you draw them? (or stick a picture here that represents them)

What are their needs?

What are you offering them?

How many are there?

How many of those will you reach?

How frequently will you interact?

What do you get in return?

How can your relationship grow?