

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?