



## Heart of Gold Entrepreneur Tool Box Market Description Worksheet

**Use this worksheet to help you brainstorm the content for the Market Description for your Business Plan!** Answer the following questions. My typical customer:

1. is what age? \_\_\_\_\_

2. is what gender? \_\_\_\_\_

3. is married or single? \_\_\_\_\_

4. does or does not have children? \_\_\_\_\_

5. lives where? \_\_\_\_\_

6. does what for a living? \_\_\_\_\_

7. spends how much \$\$ per year on products or services like mine?

\_\_\_\_\_

8. loves to do what in their spare time? \_\_\_\_\_

\_\_\_\_\_

9. is passionate about this? \_\_\_\_\_

\_\_\_\_\_

10. is from what ethnic background? \_\_\_\_\_

11. embraces what core values? \_\_\_\_\_

\_\_\_\_\_

12. needs my product or service because: \_\_\_\_\_

\_\_\_\_\_