



## Like A Boss Girls Business Plan Basics Market Description Worksheet

**Use this worksheet to help you brainstorm the core content for the Market Description for your Business Plan! Remember to use findings from your Customer Avatar worksheet to fill in psychographic info.**

Answer the following questions. My typical customer:

1. is what age?

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2. is what gender?

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3. is married or single?

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4. does or does not have children?

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5. lives

where? 

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6. does what for a living?

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

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8. loves to do what in their spare time?

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9. is passionate about this?

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10. is from what ethnic background?

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11. embraces what core values?

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12. needs my product or service because:

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