

Segmentation

Template in the Playbook

Use the following

Use the segmentation example in the playbook

Define your target market

Access the right audience for your product or services

Build an Avatar

Survey your potential customers

Determine the size of your niche

Remember you cannot market yourself to everyone. Only 80% of what you do 20% of people will access it pay an interest in it or buy what you selling.

Have found your right audience and what method have you use?



Tips for Segmentation

- Conduct a market research
- Decide if you want to sell Locally, Nationally or internationally
- Beware of the barrier impose by government
- Build your avartar using all variable to get an holistic view of your target market.

SOURCE: GIRLFRIDAYZ

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.