

# How to Define Your Target Market and Why it is so Important!

*The main purpose of identifying your target market is to help your company develop an efficient marketing strategy.*

CALGARY, ALBERTA, CANADA, August 20, 2019 /EINPresswire.com/ -- Your [target market](#) is also known as your ideal client. They are the end-users most likely to buy your product or service. Defining the person or business that wants what you offer will put you miles ahead of your competition.

The more clearly you can define your target market the better you can understand how and where to reach them. You can start with a broad category but then you need to get very specific as to who they are and where you can find them. The reality is that although your product seems like it can reach a variety of people, trying to reach them all will not work because it's not focused enough.

“

Wendy...You have been a huge instrument for me and my business growing to where we are today (2016). Your assistance was extremely valuable.”

*Joseph Heckel*

to some very specific questions so you can speak directly to your ideal client.

Your target market should also be based on research not just on your intuition. This is where a lot of small business owners go wrong. They fail to do the necessary research, or when they do make time for the research, they fail to follow-up and make the necessary changes to their key message.

Testimonial:

“Wendy, I wanted to reach out to you to give you some feedback with regards to our coaching relationship since 2009. You have been a huge instrument for me and my business growing to where we are today (2016). Your assistance was extremely valuable. You made me aware of



## Entrepreneur By Design

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### About the Founder and the Story Behind Entrepreneur By Design



WENDY FEDORUK  
Founder and CEO | Business Consultant

Wendy Fedoruk

With a bit of time, you can often discover exactly how you can meet your target market's needs and this is a great starting point to be able to create messages for them that will drive sales for your small business.

One of the best ways to get started is by looking at who actually makes (or influences) the buying decision. From here you can look at their needs and pain points. Figure out what they're trying to accomplish and how they can reach their goals. The key is to go way deeper than you originally thought necessary. You need to find the answers

multiply tools that I could implement and helped my team see things from the client's point of view. You are a great business consultant and I highly recommend Entrepreneur By Design for anyone that owns a business."

Joseph Heckel, Phoenix, Arizona  
Broker/Owner of Property  
Management Real Estate Services

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The image shows a screenshot of the Entrepreneur By Design website. The top navigation bar includes the logo and the tagline "Education is important. Action is essential", along with menu items: HOME, ABOUT, 1-1 CONSULTING, and E-COURSE. The first banner is for the "New Lead Generation E-Course!" with a "click here >>" button. The second banner is for the "Lead Generation E-Course" with a "click here >>" button. The third banner is for the "Target Marketing E-Course" with a "click here >>" button. Below the banners is a video player showing a "Wendy Fedoruk - TV Interview" with a "BIZ 1&N1" logo. At the bottom, there is a dark overlay with a "Subscribe & Get Your Offer" pop-up containing details about a free download of 47 lead generation hacks and a bonus offer of an interactive template, with a link to the offer.

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We offer a combination of actionable business strategies and mindset development to create skills that will help you break through barriers that you are not even aware are limiting you. You will Think Big and Achieve More.

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## 47 Free Lead Generation Hacks

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