**Target Customer Worksheet**

Use this form to determine which customer segments to target for your brand or individual products and services. You might gather your team to complete this worksheet.

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| **MY COMPANY’S MISSION IS …** |
| Description |
| **ANSWER THESE QUESTIONS:** |
| 1. Who does my brand benefit?
 | Answer |
| 1. Which customers do I benefit from the most?
 | Answer |
| 1. How do these two groups overlap?
 | Answer |
| 1. How do they tie in with my company’s mission?
 | Answer |
| **IN SUMMARY, MY TARGET CUSTOMER IS, OR SHOULD BE …** |
| Description |
| **PEOPLE GO TO MY MAIN COMPETITOR(S) BECAUSE …** |
| Description |
| **OUR TARGET CUSTOMERS COME TO US (OR WILL COME TO US) INSTEAD OF OUR COMPETITOR(S) BECAUSE …** |
| Description |
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