



## TF EMPIRES

### Target Market & Customer Profile Worksheet

Define who your business is for — so everything else aligns.

1. Ideal customer in one sentence

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2. Individual or business customer?

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3. Age range, role, or industry

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4. Core problem or desire

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5. What they value most

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6. Frustrations with existing options

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7. Where they look for solutions

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8. What makes them say yes?

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When you know exactly who you serve, growth becomes intentional.