**[](https://www.smartsheet.com/try-it?trp=11894&utm_source=template-word&utm_medium=content&utm_campaign=Target+Customer+Worksheet-word-11894&lpa=Target+Customer+Worksheet+word+11894)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.

|  |  |  |  |
| --- | --- | --- | --- |
| **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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