

STEP 1)
Define Your Market

Possible Niche	Their Key Problem(s)	Your Key Benefits	Your products and / or services	Where to find this Group
<i>Men over fifty who are overweight</i>	<i>Overweight, can't get dates or sex, scared of heart attack</i>	<i>Fit and trim, abs of steel, confidence, reduce risk of heart attack</i>	<i>Will power book, ab cruncher, diet pills, gym membership</i>	<i>Gym newsletters and noticeboards, health magazines, doctors referrals.</i>
				