

Start, Run & Grow Your Business


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Know Your Market

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Test Before You Jump



What's the Problem?


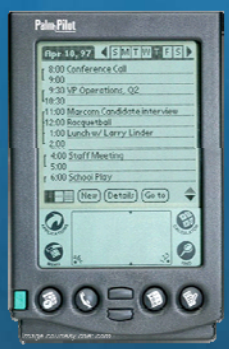


Image by Delantae via Flickr

And What's Your Solution?



Potential Market vs. Sales



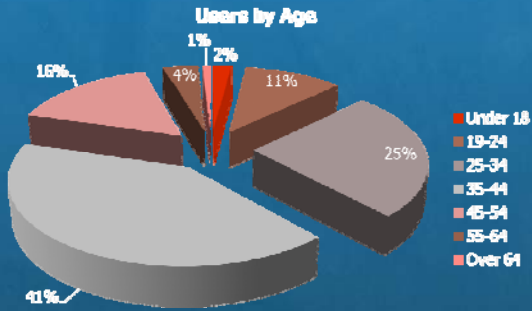
Market Segmentation



Geographic Segmentation



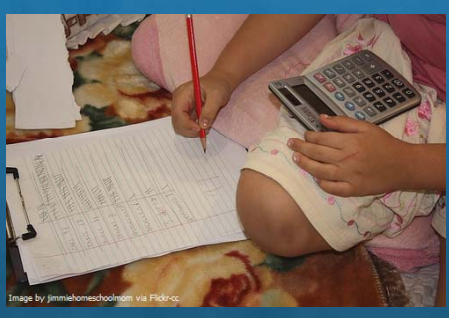
Demographic Segmentation



Psychographic Segmentation



What, Who, and How Many



Profile Your Ideal Customer



Know Your Competition



Simple Potential Market

Market Analysis		2010	2011	2012	2013	2014	CAGR
Potential Customer	Growth						
Consumer	2%	12,000	12,240	12,485	12,735	12,990	2.00%
Small Business	5%	15,000	15,750	16,538	17,365	18,233	5.00%
Large Business	8%	33,000	35,640	38,491	41,570	44,896	8.00%
Government	-2%	36,000	35,280	34,574	33,883	33,205	-2.00%
Other	0%	19,000	19,000	19,000	19,000	19,000	0.00%
Total	2.78%	115,000	117,910	121,088	124,553	128,324	2.78%

Simple Market Pie

