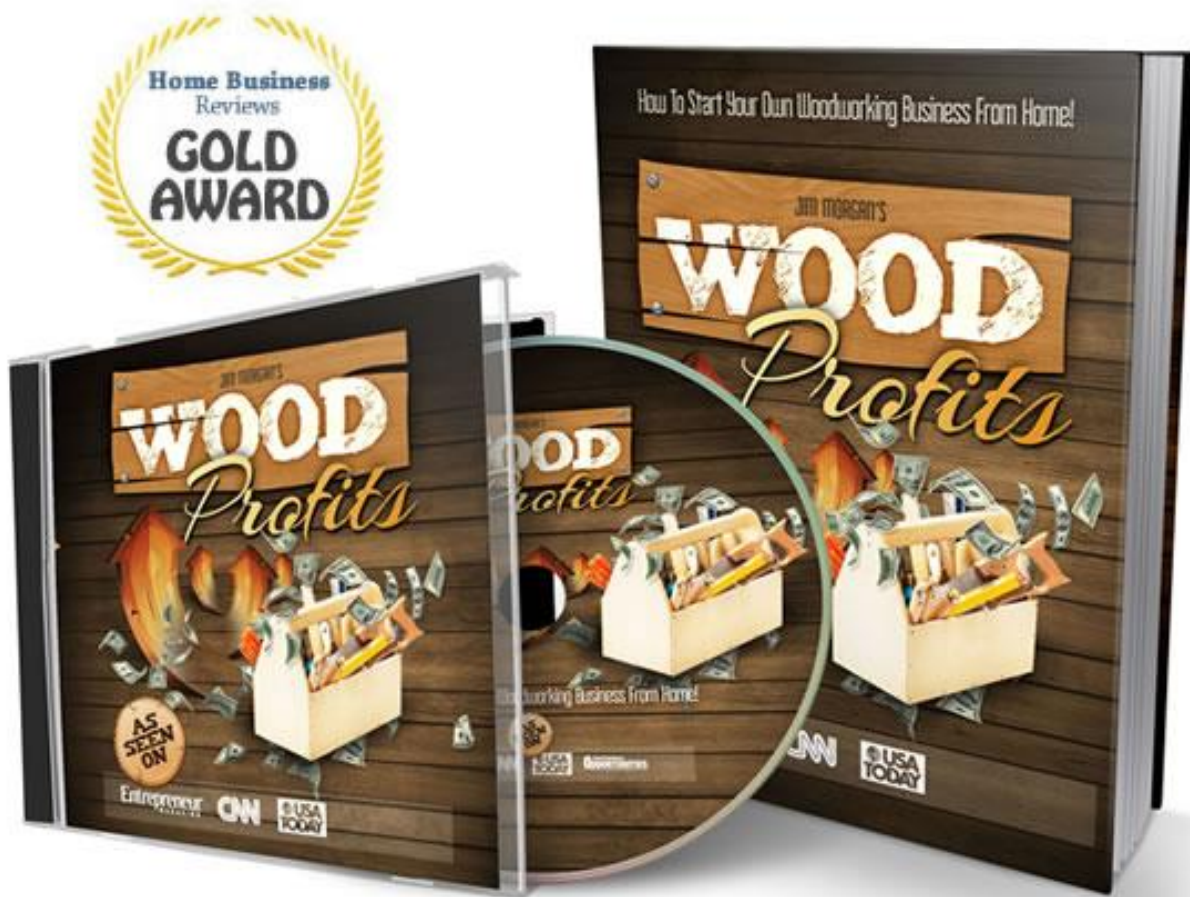


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How to Identify Your Target Market

If you want your woodworking business to succeed, you need to identify your target market. Your target market will be the ideal people that will buy your products without much trouble. Here are some tips to help you get the right target market.

1. Talk to people - You need to talk to your friends and colleagues and make sure you get a review from them. Let them freely tell you what they think of the project and if possible let them give you other suggestions that may work. This is one of the best ways of getting free reviews on the products.

2. Know your competitors - You need to know that the particular field that you want to engage in will have the probability of other

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businesses that exist on the same. You need to make sure you study what your competitor has to offer. With this in mind, you need to make sure that you make your woodwork to be much better than that of your competitors.

3. Use the internet - The internet is home to many things and among them is the social networks. You need to make sure that you join the social networking sites that give you the opportunity to get the reviews. To make sure you get the attention of the right audience, you need to set up a page on the networks. Allow people to post suggestions and even questions on it. With this in mind, you will be in a good position to tell what will work and what will not.

4. Use the focus groups - You need to carry out face to face research. Get a group of people together and with a set of pre-planned questions you need to ask them if they like your product or what they would want you to produce that you are not already producing.

Knowing your target market will definitely help you get the right audience for your products. It is also the main thing that will determine if your business will be successful or not. Please do your research beforehand. Knowing what you are going to produce will determine the kind of tools that you will need. It will also determine if you will need to rent a bigger working space or if

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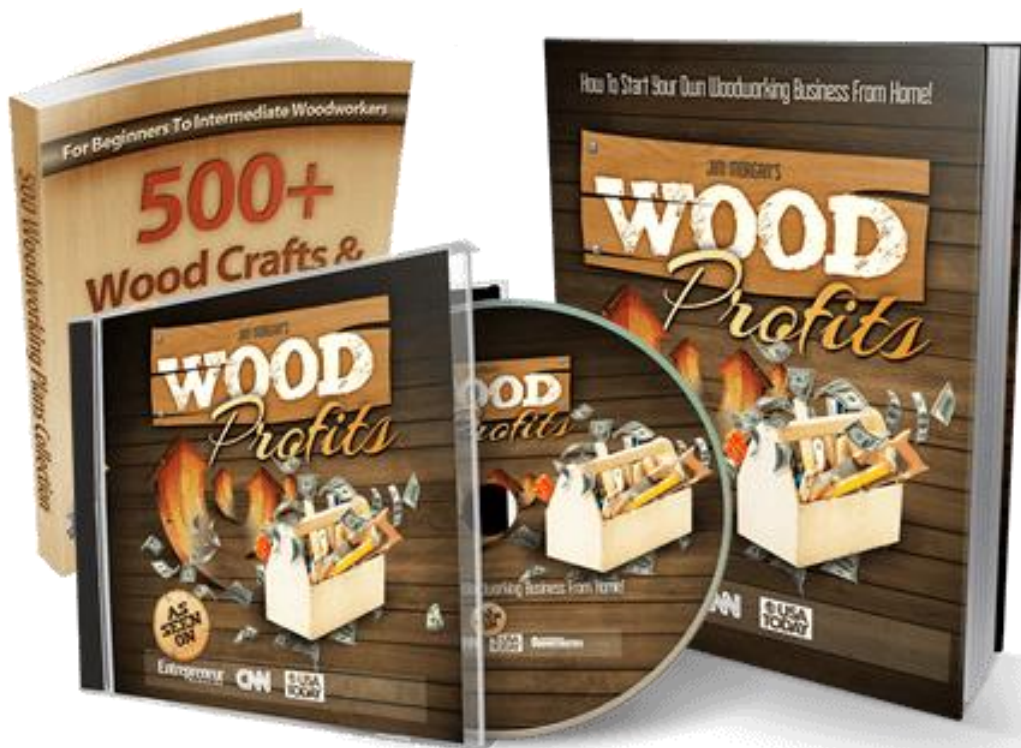
using your garage will be adequate. Getting the right target market is not all; you need to thoroughly market your products.

[Click Here To Learn How To Start A Woodworking Business](#)



The advertisement features a dark wood background with falling money. On the left, the text reads "WOOD Profits" in a stylized font, followed by "\$90,000 Per Year" in large yellow letters. Below this, it says "With Your Own Home Woodworking Business!". On the right, there is a 3D rendering of the "WOOD Profits" guide, which includes a book and a DVD. At the bottom, a green button contains the text "See The Guide Now".

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SOURCE

Name: How to Identify Your Target Market

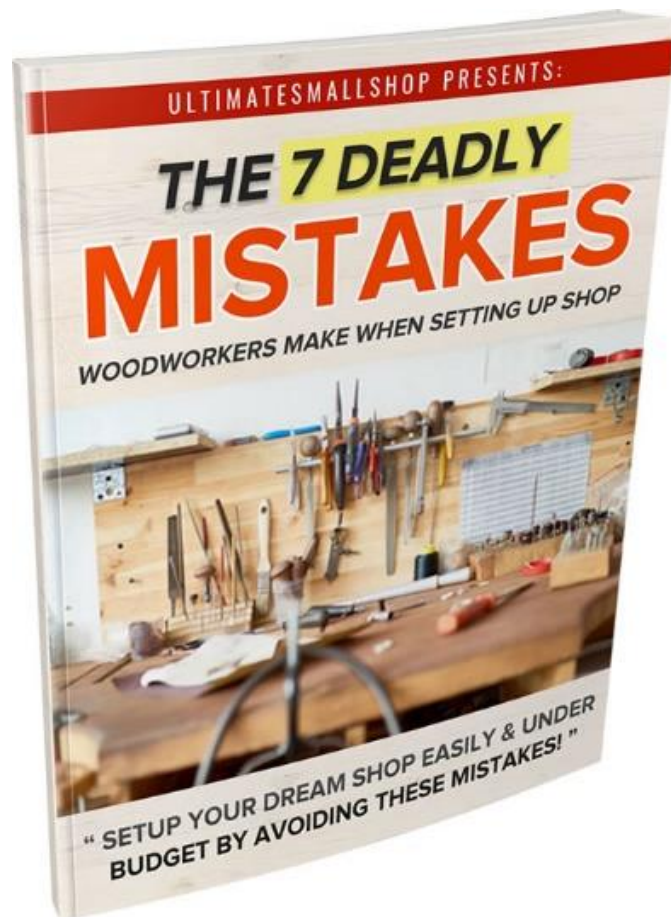
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