

# **We can't be everything to everyone**

**How to build a playbook for your target market**





Everything you need to know  
[u10.me/pco](http://u10.me/pco)

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# Hello!

I am **Sarah Davis**

And I'm a recovering SaaS Account Executive

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# In the next 20 minutes we're going to talk about

- ◉ Why we can't be everything to everyone
- ◉ How to find your target market
- ◉ How to develop a playbook for your target market
- ◉ Keep your revenue model simple

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# Why can't we be everything to everyone?

But all markets need my product or service?!

*People buy solutions to specific  
problem.*



~~Understand the problem you solve?~~



**No! Understand who you're solving the problem for...**

**A well defined market will help you:**

- ⦿ Differentiate your product
- ⦿ Create better marketing to attract more clients
- ⦿ Be known as an expert
- ⦿ Build a better product
- ⦿ Forecast sales projections

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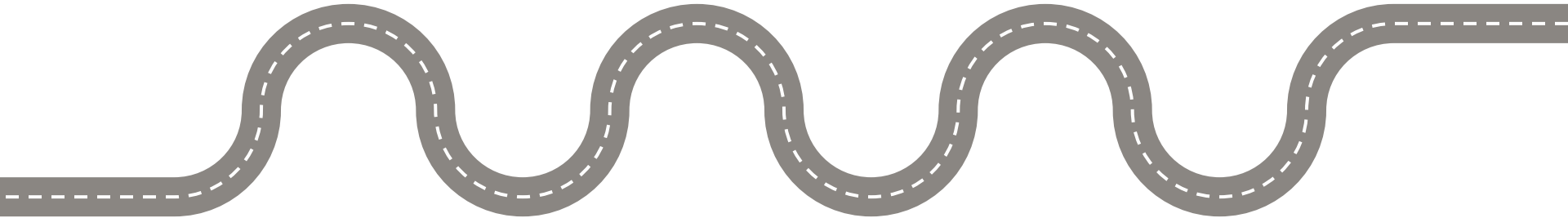
## How to find your target market





# Target Market Roadmap

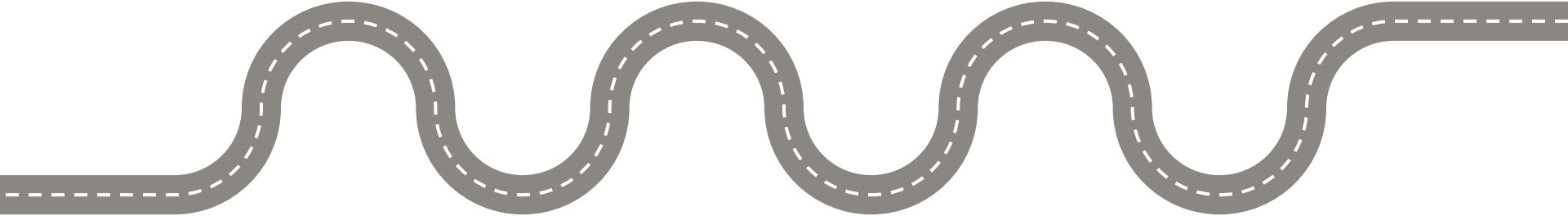
Who are your current customers?





# Target Market Roadmap

Who are your current customers?



What is the competitive landscape?



# Target Market Roadmap

Who are your current customers?



When would they need/use your products or services?



What is the competitive landscape?



# Target Market Roadmap

Who are you current customers?



When would they need/use your products or services?



What is the competitive landscape?



Where are they geographically and demographically located?





# Target Market Roadmap

Who are you current customers?



When would they need/use your products or services?



Why would they choose you?



What is the competitive landscape?



Where are they geographically and demographically located?



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## How to develop a playbook for your target market

Get them to tell you how to build a product they will buy



## Let's get to the (pain) point...

- ⦿ What are your goals to solve\_\_\_\_\_?
- ⦿ What would solving\_\_\_\_\_ mean for you and your team?
- ⦿ What's holding you back from solving\_\_\_\_\_ currently?
- ⦿ What solutions have you already tried to solve\_\_\_\_\_?



# Target Market Research Strategy

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Interview your  
target market





# Target Market Research Strategy

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Interview your  
target market

Uncover  
themes



## Target Market Research Strategy

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Interview your target market

Uncover themes

Solve their problems - in their language

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# Why it's important to keep revenue simple



# Recurring Revenue Model



## **This is not the end of your journey!**

Now that we've discussed:

- Why we can't be everything to everyone
- How to find your target market
- How to develop a playbook for your target market
- Keep your revenue model simple

Take this into the world and put it into practice.



# Thanks!

*Any* **questions** ?

You can find me at

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- [tractioniq.co](http://tractioniq.co)