

The 3 N's of Target Markets

Trying to decide on a target market?

Perhaps applying the 3 N's would help:

Notice, Narrow, Name

1. **Notice** the separate descriptions of possible target markets, organize your ideas under relevant Target Market columns.

Those that fall into a grey area? Put them on the most appropriate list.

2. Which market list is the most aligned with your BIG plan?

3. What actionable idea on that list would make it easiest to start? Which actionable ideas makes all the next steps easier to do?

This isn't about linear. Don't worry about having your ducks in a row.

This about getting the ducks to go in the right direction.

Credit to [Dawn Kotzer](https://dawnkotzer.com/) <https://dawnkotzer.com/>