

TARGET AUDIENCE VS. PERSONAL PREFERENCE BUSINESS Checklist

Use this checklist to determine whether you are building a business around customer demand or your own preferences.

Mindset Check

- ☐ I am starting this business to solve a problem or fulfill a need, not simply to make easy money.
- ☐ I understand that successful businesses require ongoing work, learning, and improvement.
- ☐ I am not choosing a business idea solely because someone on YouTube or social media claims it is easy or profitable.
- ☐ I am willing to invest time in researching customers, products, and the marketplace.
- ☐ I am focused on creating value rather than chasing passive income.

Product and Service Evaluation

- ☐ My product or service solves a specific problem for a defined audience.
- ☐ I can clearly explain why someone would buy from me instead of a competitor.
- ☐ I have researched similar businesses and understand how my offering differs.
- ☐ I have tested or personally used the products I plan to sell.
- ☐ I am confident in the quality of the product or service I offer.
- ☐ I am not selecting products simply because they are currently trending.

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Target Audience Research

- ☐ I can clearly identify my ideal customer.
- ☐ I know their age range, interests, challenges, and buying habits.
- ☐ I have spoken directly with potential customers about their needs.
- ☐ I understand what motivates them to make a purchase.
- ☐ I know where they go to find information before buying.
- ☐ My business decisions are based on customer behavior rather than my personal preferences.

Marketing and Sales Channels

- ☐ I have chosen marketing channels based on where my audience spends time.
- ☐ I understand how my audience prefers to consume information (video, written content, podcasts, marketplaces, in-person events, etc.).
- ☐ I am not selecting marketing channels simply because they are comfortable or familiar to me.
- ☐ I have researched how successful businesses in my industry attract customers.
- ☐ I have a plan to test multiple marketing channels.

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Competitive Analysis

- ☐ I have identified my top competitors.
- ☐ I understand their strengths and weaknesses.
- ☐ I know how they price their products or services.
- ☐ I can clearly explain what makes my business different.
- ☐ I have identified gaps or opportunities in the marketplace.

Reality Check

- ☐ I have validated my business idea with real people, not just family and friends.
- ☐ I am making decisions based on facts and research rather than hype.
- ☐ I am willing to adjust my product, pricing, or marketing if customers provide feedback.
- ☐ I understand that trends come and go, but customer needs remain.
- ☐ I am building a business based on long-term demand rather than short-term excitement.

Your Results

Count the number of boxes you checked.

25–31 Checked: You are approaching entrepreneurship with a customer-focused mindset and are building a solid foundation for your business.

18–24 Checked: You are on the right track, but you may need additional research and validation before launching.

10–17 Checked: Several areas require attention. Spend more time researching your audience and testing your ideas.

Below 10 Checked: Pause before investing additional time or money. Focus on understanding customer needs and validating your business concept first.