

List Segmentation Worksheet

What is the purpose and mission of your business?

Describe your ideal customer?

Outline 3 customer segments

Customer Segment	What matters to them	Products and Services that fulfill on what matters
<i>Soccer moms</i>	<i>Fast, healthy meals</i>	<i>Portable sack dinners on demand</i>

What keywords or phrases do you want to be known for?

What articles or article topics feature these keywords and phrases?

What potential ebooks, videos, whitepapers or templates can you feature that your readers would value?

On each page of your web site: Where can you place opt-in opportunities?

Web Page	Pop-up	squeeze	box	Article link	ad
Home					
Blog					
Inside Page					

Keyword and Key phrase Plan

Keywords	Ebook	Video	Whitepaper	Article