

Stretch task #1 (Chapter 1, p26)

- Get a piece of paper, blank Word document, or notes/voice app
- Set timer for 15 minutes
- Write down your current key target customers (e.g. 40+ women, Gen Z, cyclists, etc.).
- For each target group write down everything you (think) you know about them (think demographics but also behaviours).
- Go through the assumptions one by one and ask yourself is this true? How do I know? And identify the ones that need checking.
- Save all unchecked assumptions. You'll need them when you start talking to customers (coming up in Chapters 4 and 5).

Target customers	What do (think) I know?	How do I know it's true?	To check?
*Pet owners with kids	Pet owners are spending more and more money on their pets	Keep seeing loads of premium pet food being advertised	Yes (these ads may not be aimed at them)

*Example