

1. Brain dump 10-20 categories. No judging.
2. Cut
  - bureaucratic / slow buyers. [eg. hospitals, schools]
  - hard-to-convince categories. [eg. doctors, lawyers, accountants]
  - ones unused to business expenditure [eg. yoga classes]
3. Rank the customer segments based on their burning need for your product. The more the burning need, the higher the likelihood of purchase.
4. Pick the #1 burning-need category.

*By Omkar Cloud*