



**Oregon Area Chamber of Commerce
October Membership Meeting • October 15, 2009
MemberShare Brainstorm Sessions**

Instructions

- 1) Working individually, each group member responds to the Questions, quietly putting their ideas down on their worksheet. (3 minutes)
- 2) Each group member takes a turn sharing their ideas, perceptions and comments, and looks to the rest of group for feedback, as defined in the "Brainstorm" section. (5 minutes each group member)

Questions

- 1) Define your organization's current target market in the space below (Consider factors such as age, income, geographic area, gender, etc.).

- 2) Describe how you anticipate your sales to be in 2010: will they represent a decrease, maintenance or increase from this year's sales?

- 3) What are your marketing strategies for promoting your business?

Brainstorming (ask the other group members, and record their responses):

- 1) What are some additional market segments that could also be profitable?
- 2) What are some ideas you have for additional marketing strategies that might be good to try?
- 3) What are some other ways I can (cost-effectively) expand on what I am doing to further grow sales?