

IDEAL CUSTOMERS TASK

Hey peeps!

Who are your peeps? It's time to get a bit more specific.

Take your time to think about and answer the questions in the worksheet below, to create a profile of your ideal customer. When doing this exercise, try to think of your very favourite customer or client you have ever worked with, and base the answers on them. If you don't yet have any customers, make up a person in your mind that is super easy to deal with, who is eager to give you their money and LOVES your products or services without questioning your prices or anything else you do.

Once you have answered all the questions, write a short profile description of your ideal customer. This could read much like an author biography you would find on the inside cover of a book. Give them a name, and write no more than 200-300 words.

Keep in mind, by creating this profile we are not excluding potential customers who do not fit the mould, but rather working out where we should be focusing our marketing efforts the most, to reach the people most likely to be interested in our products or services.

If you have different groups of customers, answer these questions for each group. If you have more than 3 or 4 groups, you may need to re-think your products or services to be more focussed.

Take your time.





IDEAL CUSTOMERS

WHO ARE YOUR PEEPS?

Let's find out!

Think carefully and answer the following questions

Are they male or female?

What is their age range?

How much money to they make?

What level of education do they have?

What do they do for a living?

Where do they live?

What is their family situation? Single, Married, Divorced, Kids, No Kids, Pets, living with parents etc?





What kinds of social groups, sports or activities do they partake in, both on and offline?

Where do they shop? What do they spend their money on?

What magazines, books or website do they read or subscribe to?

How would you describe their personality?

How involved are they online? What social media platforms do they use the most, and what are their behaviours on these?

Write a short profile description of your ideal customer

