

DEFINING YOUR IDEAL CUSTOMER

HELPFUL TIPS!

What is an ideal customer?

The unique traits and characteristics of *one customer* that you are trying to reach. This is the person that could benefit from the solutions or products you sell *the most*. Defining and understanding who your customer is will ultimately help you better serve your audience as a whole.

This is different than a target audience because instead of focusing on a large group of people we are going to narrow in on one specific person. You can get as creative as you want with this exercise. The more you put into it, the more you'll get out of it.

As you move through these questions don't be afraid to really lean into the emotions of your ideal customer. Hopefully, you will start to see how your products or services can serve your ideal customer. This will help define your messaging and assist with all of your marketing efforts.

DEFINING YOUR IDEAL CUSTOMER

1. What does a typical day in your customer's life look like? How does their day start? How does their day progress? Do they have specific morning or nighttime routines?

2. What is your ideal customer's hobbies? How do they spend their time off? What are their interests outside of work?

3. What books, tv shows, movies, or music do they enjoy?

4. Where do they spend their time online? Are they on Instagram, tiktok, facebook, snapchat?



5. What are their specific character traits?

6. What is their biggest challenge? Think about their goals and what is preventing them from reaching them right now.

7. What is their biggest fear or something they worry about?

8. How do they make decisions?

9. What is their biggest want in life? Think about their goals.

10. What is their biggest need right now?

