

How to use your Perfect Customer Blueprint:



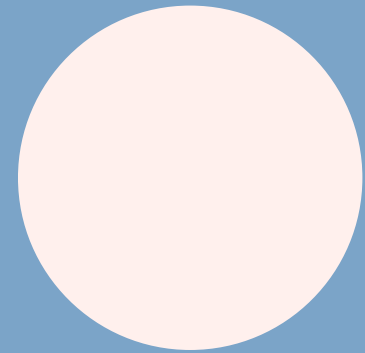
- 1) Imagine the person you love to create for. Perhaps you've met them at a craft fair or farmers market, maybe they resemble a friend or client, or they may even resemble you!
- 2) Jot down this person's demographic information. How old are they? What is their financial situation? What is their gender identity? Etc.
- 3) List their interests. Do they like to cook or order takeout? Do they shop at Walmart or Bloomingdales? Do they have pets, kids, a demanding career, etc?
- 4) List your customer's needs. What kinds of things do they buy on a regular basis? What can't they live without?
- 5) List her challenges. If you could magically fix one problem for her, what would she choose? (Think of things that cost time or money, create household chores, or increase frustration)
- 6) Take a look at what she likes, needs, and struggles with. Now consider your skills. What can you offer her that she'll like or need, while also resolving a challenge she faces?
- 7) Now that you've given your customer an identity, given them a name, and even doodled a face for them, hang this on your wall, and remember that every product you create, email you write and post you publish should serve your perfect customer's likes, needs, and challenges.

Perfect Customer Blueprint

1 Imagine your perfect customer. Give her a name and a face!

2 Describe your perfect customer. Who is she? What does she like and do?

3 Hang this blueprint where you can see it, can keep this customer in mind as you create products, build your brand, and craft your marketing



Name:

Demographic info

Gender, age, income

Interests

What does she like and do?

Needs

What does she buy?

Challenges

What annoys her?

Opportunities

How can you help her?