

Who is your
**Ideal
Customer?**



Created by Rachel Gogos

Who is your ideal customer?

If you're a business owner, non-profit executive, blogger, or anyone serving another person or population, this exercise is a must-do. It's going to make your marketing tactics much easier as you develop the content of any kind from blog posts, website content, and print marketing materials to speeches and books.

If you're job hunting, this exercise can provide inspiration for some out-of-the-box ways to reach your potential employer. If you want your content (whether it's a résumé or marketing material) to connect with the people you'd like to work with and serve, then you need to get crystal clear on who those people are, what motivates them to take action, and what needs they are seeking to have fulfilled.

STEP 1

List all your **potential "ideal" customer types**; may serve various types of customers so make a list of all of them. For example, if you're a ballet instructor, you could teach children, adults, sports teams, professionals, amateurs, people looking to work out, relax, or acquire a new skill. **List them all!**

Your next action item is to **prioritize that list** and pick your most important customer (the person who will buy your service or product). This is your **"primary" target audience**. (Our ballet teacher may realize her studio is next door to an elementary school—she'd be smart to focus on classes for children that coincide with after school hours, and might add some adult classes during the day.)The person who is using your product or service may be different than the one paying for it so take a few minutes and get clear on which customer is first and which is second. There may also be a third and fourth target customer type. Rank all of them from most important to least.

WRITE YOUR RESPONSE BELOW:

STEP 2

List the demographic and psychographic details, traits, characteristics, and attributes of each of your **ideal customer types**. Consider things such as...

- Gender?
- Age?
- Level of education?
- Single or in a relationship?
- Do they have children?
- Average annual income?
- Socioeconomic situation?
- Spending habits?
- Race or ethnicity (if relevant to what you're selling)?

- Do they live in a rural or urban area?
- What publications do they read?
- What social media do they use most often?
- What are their online habits like?
- What are their interests and passions?
- What do they like to do in their free time?
- Who most often influences their behavior?

WRITE YOUR RESPONSE BELOW:

STEP 3

After taking a microscopic view of all your different types of customers it's time to zoom out and look at them from a macro view. Among all your ideal customers consider the following questions:

- What do they all have in common?
- What makes them happy?
- What are their common frustrations?
- What are their biggest and smallest pain points or challenges?
- What would solve these challenges or ease their pains?
- Can they afford the same cost for your services?
- What are the common ways they communicate, online, or off? Are they using the same social media, reading the same publications, listening to similar podcasts, etc...

WRITE YOUR RESPONSE BELOW:

STEP 4

In this step let's zoom in and get micro around their needs and the solution/s you offer. These questions will also help you really get clear around your product and how it fits your market.

- What problem is your ideal person trying to solve?
- If they don't solve this problem/s what are the potential consequences?
EX: Will they struggle financially, will they have to go back to an office job, etc?
- What are the offshoots of their problem? In other words — what are they struggling with as a result of the problem they have?
- In what ways is your person seeking to change externally? (Do they want to change? If yes, how? Who do they want to be?)
- What has stopped them from solving their challenges before? Why haven't they taken action sooner?

WRITE YOUR RESPONSE BELOW:

STEP 5

Once you have taken a deep dive analyzing your various types of customers and taken a

back to see their common characteristics it's time to create a persona, a fictional character that you're inventing to represent your ideal client which will help you create content that speaks to his or her heart. If you're speaking to or writing to one person, it's much easier to create an emotional, deeper connection vs. trying to connect to a group.

CONSIDER THE PROMPTS BELOW TO HELP YOU WRITE YOUR PERSONA:

- Name
- Age
- What is their occupation?
- Are they married, in a relationship, or single?
- Where do they live?
- What's their home life like?
- How far did they take their education?
- Are they happy at work or frustrated with their career?
- Are they employed or employers?
- Did they recently launch a new business or have they had one for a long time?
- How do they spend their day?
- Are they happy in their personal life?
- What are they struggling with?
- What does their typical workday look like?
- Where do they spend their free time?
- Which influencers are they attracted to online or off?

Get into as much detail as possible, because the more you know your persona, the easier it will be for you to create a connection to them. Write your ideal persona's story.

EXAMPLE

brandiD's Ideal Customer Persona:



Meet Hope

She's 33 years old, has a super interesting work history, and traveled the globe before she settled down, got married, and bought a house. She will soon give birth to her second child. She's been highly productive and a real mover and shaker these last 10 years or so.

While her life is shifting into a new chapter, she is not interested in slowing down in her profession or career. In fact, she's more determined than ever to make a BIG impact in the world. She just wants to work in her way and build her life around her work, which is very much a part of her personal identity.

Hope is creating a new company where she helps others identify their personal roadblocks, and move them out of their way so they can get on with life. She's a leadership coach who combines her psychology and sociology background into helping people create and lead their ideal life.

WRITE YOUR RESPONSE BELOW:

STEP 6

Take your ideal customer persona and **pretend you are them**. More often than not we actually are or were our ideal personas so hopefully, this is all starting to click and make sense in a whole new way. Ask yourself the following...

- Why would they hire me?
- If they were to become my customer why do they need my product, program or service?
- Why me or my solution and not a competitor?
- What's their budget for my services?
- What might make them feel vulnerable about working with someone to deliver products, services, etc?
- How can I make them feel comfortable and build trust and a super-strong customer relationship with them?

- How does your person want to be spoken to? How can you motivate and inspire them?
EX: Do they need stats to feel motivated to make a decision or will success stories help them?
- How would your person feel if they were successful in changing and transforming in the way they have hoped to and dreamed of?
- What does successfully solving the problem look like and sound like? After achieving their goals with your help, what tangible, specific results do they now have to show for it?

WRITE YOUR RESPONSE BELOW:

Each time you create new marketing materials or marketing tactics, read your customer persona to help put you in the right frame of mind to address them.

The more you are serving, creating, and acting on behalf of your ideal persona, the stronger your messaging and materials will be.

Remember to **stay focused and targeted**. Really take the time to get to know your ideal persona and what makes him/her tick. Review the persona frequently and regularly. This will help **ground your marketing** and will make it way more impactful.



“The aim of marketing is to know and understand the customer so well the product or service fits him or her and sells itself.”

- *Peter Drucker*