

# My ideal customer

DIRECTIONS: Answer the five questions below. Use the answers to then describe your ideal customer.

## Who are your ten most profitable customers?

Rank	Name
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

## What are the common characteristics of those customers?

<b>Age</b>	<b>Location</b>	<b>Gender</b>	<b>Income</b>	<b>Education</b>
<b>Marital status</b>	<b># Children</b>	<b>Ethnicity</b>	<b>Occupation</b>	<b>Social Life</b>
<b>Business Type</b>	<b>Business size</b>	<b>Networks</b>	<b>Health</b>	<b>Interests</b>
<b>Other</b>				

## What problem are you solving for them?

---

---

---

---



# My ideal customer...

What are the top three goals and values of your customers?

	Goals	Values
1		
2		
3		

Where do your customers do their research on who can help solve their problems?

<b>Google</b>	<b>Local Chambers</b>	<b>Networks</b>	<b>Family</b>	<b>Friends</b>
<b>Facebook</b>	<b>LinkedIn</b>	<b>Instagram</b>	<b>Periscope</b>	<b>Pinterest</b>
<b>Snapchat</b>	<b>Competitors</b>	<b>Aligned businesses</b>	<b>In-store</b>	<b>Surveys</b>
<b>Online forums</b>	<b>Newspapers</b>	<b>Magazines</b>	<b>Radio</b>	<b>Television</b>
<b>Other</b>				

# My ideal customer...

My ideal customer is

---

---

---

---

---

---

---

---

---

---

## Example

My ideal customer is female, aged 40+ years old, living in Albury Wodonga. She is married with two children in their teens. She runs her own women's fashion business in partnership with her husband. Her income is \$100K per annum. She actively participates in online business forums, and uses Instagram to promote her business. She is on Facebook for personal use.

She is time poor. as she tries to do everything, but makes sure she relaxes by doing yoga twice a week and catches up for lunch with friends once a week. She enjoys at least one family holiday per year by the beach.

Ideally she wants their business to earn a minimum \$5M turnover per annum, and would like the children to take over the business when she and her husband are ready to retire (at age 55). When she retires, she wants to be financially stable enough to travel regularly, and spend time with any grand children.

She values integrity, community and genuity.

