



My Ideal Customer

Answer the questions below and use the answers to describe your ideal customer.

Who are your top ten most profitable customers?

Note, if you don't have ten, just enter your most profitable customers.

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

What are the common characteristics of those customers?

Enter details as appropriate.

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



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What problem are you solving for your existing customers?

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

	Goals	Values
1		
2		
3		



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

Circle the appropriate answers.

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

Your Ideal Customer Summary.

Use your answers above to identify and describe common characteristics of your most profitable customers. You may end up with more than one ideal customer.



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Example Ideal Customer 1:

Small business with less than 10 employees – any industry

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 joint income is \$200K per annum. She actively participates in online business forums, and uses Instagram and Facebook to promote her business. She is also on Facebook for personal use.

She is time poor but wants to have control and do everything herself. She appreciates others have skills she may not have, and is always seeking to learn more and improve. Once she trusts someone she is happy to hand over responsibility.

She 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 grandchildren.

She values integrity, community and genuine connections.

Example Ideal Customer 2:

Company with 50+ employees – any industry.

The Directors have been in business for some time and have a marketing strategy developed. They understand their market and their customer base, however do not want to employ a marketing person.

Their preference is for the marketing activities delivered by an outsourced marketing expert who will collaborate and work with their administrative staff to deliver a range of marketing activities.

They value expertise and understand that marketing knowledge is needed, which is why they are comfortable outsourcing to a marketing consultant.

They are open to advice by the marketing consultant and while they happy to leave the majority of marketing decisions to them, the directors wish to be kept in the loop.

They expect monthly reporting and a return on their investment.