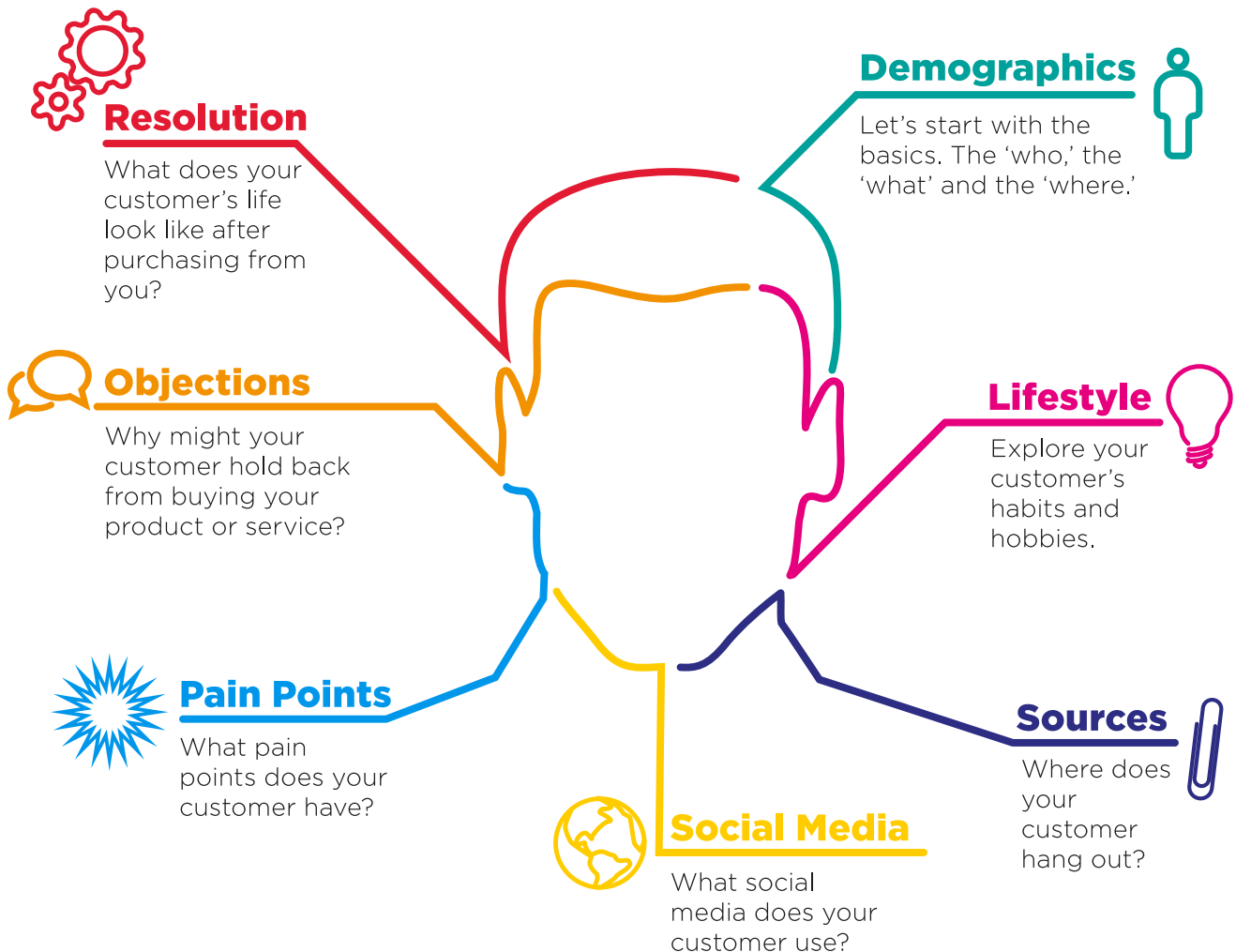




# Who Is Your Ideal Customer?

7 KEY FEATURES TO UNLOCK THE SECRET



**Set aside just 30 minutes to research & complete the worksheet on the next page to start creating your ideal customer avatar.**

This may go beyond what you may have considered in the past, but it will give you a great insight and a base to refer back to. From here, you can design your marketing message that resonates with the right sort of audience.

## Demographics

What demographics define your customer? They might be quite narrow or might be very broad, so consider everything that might be relevant, and ignore areas that do not define your target customer.

e.g. gender, age, marriage status, parental status, occupation, location.



## Lifestyle

Are there any lifestyle factors that are common amongst your customers? You could narrow these down even further, e.g. Waitrose shopper, enjoys country walks.

e.g. hobbies, interests, beliefs and values, shopping habits, idols/role models.



## Sources

Where does your ideal customer 'hang out' or where might they source information relating to your industry or niche? Be as specific as possible.

e.g. websites, magazines, books, events.



## Social Media

What social media does your ideal customer use? It may also be significant to note if your customers do not use or avoid social media.

e.g. Facebook, Twitter, Instagram.



## Pain Points

What areas in your customer's life do they suffer pain points related to your industry? These could be in the form of struggles, complaints, needs, difficulties, desires, etc.

e.g. knowledge gaps and desires.

For example (your business = Personal Stylist): Your customer wants to look stylish but they don't know how to select clothes to suit them and they also lack confidence and fashion sense.



## Objections

What objections might your customer have about purchasing your product or service? Focus on addressing this in your marketing.

e.g. they struggle to see the value, they've tried others in the past, it's a luxury purchase, lack of time, or competitors' offerings are better.



## Resolution

How does your product or service address your customer's pain point? And how can your product or service enhance their life as a result?

For example (your business = Personal Stylist): You offer advice and style expertise gained from years of fashion experience and a natural creative eye. As a result you help your customer look great and feel confident.



# So you've completed your worksheet... now what?

**Now you know WHO your customer is, you can use this information in places like Facebook advertising targeting.**

**Your customer lifestyle choices will guide you to what is important to them, and how you can generate content in line with their interests. You could join Facebook groups to find potential customers who share these specific interests, hobbies and habits.**

**You can target the information sources to include content or advertising, or use it to ensure your marketing is a similar style to what your customer is used to seeing, trusting and responding to.**

**Ideally, don't try and tackle all the social media platforms. Instead, be a master of 1 or 2 channels. Choose the channels where your customer will actually see you and don't waste your efforts where they won't.**

**Addressing your customer pain points in your messaging will give you a huge advantage over your competitors as you hit where the customer actually cares. For example, you could give them free tips based on a pain point or challenge, which leads into your product or service.**

**You can use the objections your customer has to make sure you deal with this from the get-go. Being clever with your content can answer their objections head-on.**

**This will be the most important messaging in your marketing and will be your differentiator that makes you stand out from your competitors. By creating a message that allows your customer to see a resolution to something they are struggling with, will give you an instant USP.**

Having analysed all of these features, not only will you be able to target the right audience in the right places, you can do so in a style they will respond to. You will no longer have to make assumptions or use guesswork, as you now have the knowledge of what your customer needs and wants. All of which will give you a huge competitive advantage.