

IDEAL CUSTOMER WORKSHEET



Getting clear on your ideal customer is the foundation of all great marketing. It informs advertising, pricing, positioning and product and also plays a massive role in profitability. So who is your ideal customer?

When doing this exercise, think of ONE of your best customers. Make sure it's a customer you wish you had another 1000 of, if it were possible. You also need to personalise this. So don't think about a group of people (e.g. business owners), think of only one person and give him or her a name (e.g. Sarah). Make this exercise about the person not the demographic. Your ideal customer cannot be a bit of everything, because the goal here is to "talk" to just one person.

Ideal Customer "Name":	<input type="text"/>	
Male or Female?	<input type="text"/>	(NOTE: Your ideal customer cannot be male AND female!)
Age range:	<input type="text"/>	(NOTE: Aim for no more than a 5-year age range)
Relationship status:	<input type="text"/>	
Children?	<input type="text"/>	
How many?	<input type="text"/>	What ages? <input type="text"/>
What type of school do children go to?	<input type="text"/>	(e.g. private/public/Montessori etc)

Type of job/employment :	<input type="text"/>					
Professional	<input type="text"/>	Student	<input type="text"/>	Office worker	<input type="text"/>	
Retail	<input type="text"/>	Farmer	<input type="text"/>	Stay-at-home parent	<input type="text"/>	
Tradesperson	<input type="text"/>	Labourer	<input type="text"/>	Other	<input type="text"/>	

Annual income bracket (B2C):	<input type="text"/>
Annual turnover (B2B):	<input type="text"/>
Been in business for how many years?	<input type="text"/>
How frequently do they buy what you sell?:	<input type="text"/>

Where do they holiday?

What lifestyle activities do they pursue?

What car do they drive?

What brands do they wear?

What do they care about? *(consider personal life, not just as a client)*

What couldn't they care less about?

Why do they buy what you sell? *(consider all the reasons you can think of)*

What do they worry about? *(what's going on in their personal life that keeps them awake at night?)*

What do they dream about? *(really put yourself in their shoes)*

What do they want?

What do they fear? *(put yourself in their shoes)*

What makes them angry? *(consider all the reasons you can think of)*

Where are they at in their lives right now? *(where were you at their age? What might you expect at their age?)*

What are their perceived limitations? *(what do they think they can't do?)*

What would make working with you a 10/10 experience for them?