

IDEAL CUSTOMER TEMPLATE

QUICK INTRO

The idea of this exercise is to describe the traits of your ideal customer or reader. Here are a few thoughts to consider while you complete your template...



- 1: What are the problems they're facing that can be solved by your product/service/blog?
- 2: They get you - your brand, your personality and all your little quirks
- 3: They 're happy to buy whatever it is you're selling - which means they have the means, the motivation and they can find you in the first place!

Don't forget, the more specific you can get, the more you can truly call out to your ideal customers!

VITAL STATISTICS

Name:

Gender:

Age:

Location:

WORK LIFE

Employment status:

Education level:

Job Title:

Salary:

HOME LIFE

Marital status:

Homeowner:

Children:

Pets:

FREE TIME

Hobbies:

Fave books & magazines:

Fave TV:

Social hangouts (online & offline):

PERSONAL STUFF

3 Biggest hopes:

1)

2)

3)

3 Biggest fears:

1)

2)

3)

3 Biggest passions:

1)

2)

3)

3 Biggest turn-offs:

1)

2)

3)

You've done it - hurrah!

You now have a great idea of who your ideal customers are - make sure you always have them in mind. They should shape your brand, your content, your product - in fact EVERYTHING you do as a business.

If what you're doing wouldn't make your ideal customer happy then what's the point?

I hope you found this useful - if you did, chances are I had someone *just like you in mind when I wrote it...*

*See you again soon,
Colette xx*