The ideal customer

The purpose of this exercise is to help you get super clear on who your ideal customer is. The idea is for you to create this with a person in mind. You should name this person to make it more real and to help you step into their world. To add more depth and insight to this task you should reach out to a handful of your best customers and ask them quality questions to help you understand their thought patterns, fears and goals when trying to find someone like you.

**Your numbers**

|  |  |  |  |
| --- | --- | --- | --- |
| Indicators | Now | Target | Notes |
|  |  |  |  |
| Sales |  |  |  |
| Product / service #1 |  |  |  |
| Product / service #2 |  |  |  |
| Product / service #n |  |  |  |
| Profit |  |  |  |
| People |  |  |  |
| Customers |  |  |  |
| Cash in the bank |  |  |  |
| Etc |  |  |  |
| Etc |  |  |  |
|  |  |  |  |

**Why identify an ideal customer?**

* To focus energy, time and money
* To develop clearer messaging to generate improved lead flow (of the right clients)
* To use as a decision-making filter - in order to be clear on where you don’t want to spend effort, time and money as much as what you do
* To tailor the products and services offered to better suit the ideal customer (there may be differences in presentation & packaging)
* To tailor the sales process (there may be changes in the interactions)
  + Do a graphic on the above

**The target market (the scattergun approach)**

* ??
* ??
* ??

**The ideal client (the rifle approach)**

* ??
* ??
* ??

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Title | Company | Size  TO/Staff | Notes |
|  |  |  |  |  |
|  |  |  |  |  |

**The Ideal Customer Decision Maker** – be as specific as possible about the [demographics](https://dictionary.cambridge.org/dictionary/english/demographics) and [psychographics](https://dictionary.cambridge.org/dictionary/english/psychographics)

* Title:
* Age:
* Situation:
* Attitude:
* Interests:

**Their Challenges & Frustrations** – What is important to them in the context of your product/service? What problems do they want to solve?

* ??
* ??
* ??

**Their Goals & Desires** – what do they want to achieve and why?

* ??
* ??
* ??

**What solutions are they looking for?** – this will help you productise/package/present your offering

* ??
* ??
* ??

**What are the emotions that drive their decision making?** – 80% of decision making is driven by emotion, the rest by logic. Your marketing messaging needs to connect emotionally to your audience.

* ??
* ??
* ??

**How do they find someone like you?** – this is about understanding where you should be focusing your marketing resources

* ??
* ??
* ??

Branding

**What do we want to stand for in 3-5 years?**

* ??
* ??

**Words we want to own**

* ??
* ??

**USP - Points of difference to the competition (this is the beauty parade)**

* ??
* ??
* ??

**Differentiating activities**

* ??
* ??
* ??

**Our product is for people who believe….**

* ??
* ??
* ??

**We will focus on people who want …**

* ??
* ??
* ??

**We promise that engaging with what we do will help you…(***brand positioning***)**

* ??
* ??
* ??

**We do this by (the how):**

* ??
* ??
* ??

**Value proposition (what the customer gets, how they are better once we have finished)**

* ??
* ??
* ??

**Tagline**

* ??
* ??
* ??

*Appendix - Messaging architecture (relates to case studies that need to be created)*

|  |  |
| --- | --- |
| **Story 1 – ???** | **Story 2 – ???** |
| * The objective - ??? | The objective - ??? |
| * **Example**: | * **Example** |
| * **Example**: | * **Example**: |

|  |  |
| --- | --- |
| **Story 3 – ???** | **Story 4 – ???** |
| * The objective - ??? | The objective - ??? |
| * **Example**: | * **Example** |
| * **Example**: | * **Example**: |