



IDEAL CUSTOMER WORKSHEET

Most businesses don't take the time to create their ideal customer so waste a lot of money by targeting the wrong audience with their marketing messages.

Note the 80/20 rule when creating your customer profile; i.e. 80/20 rule means that 20% of your customers will generate 80% of your revenue.

Clearly some people who buy from you will not fall neatly into the detailed description of your ideal customer. That's ok. By focusing on marketing to and serving your core customer, you'll get more of the 20% you want and therefore much more "bang for your marketing buck."

Complete the following exercises to develop your ideal customer profile.

A. DEMOGRAPHIC PROFILE OF OUR TARGET CUSTOMERS

(Note that not all of these demographic criteria may be relevant to your company. Ignore ones that are not relevant. Add any to the list that might be missing.)

Location: _____

Age: _____

Generation: (e.g., baby-boomers, Gen X): _____

Income: _____

Gender: _____

Nationality/Ethnicity: _____

Marital Status: _____

Household Size: _____

Occupation/Employment status: _____

Industry (if B2B): _____

Religion: _____

Language: _____

Education: _____

Associations / Memberships: _____

Other: _____

Other: _____

B. PSYCHOGRAPHIC PROFILE OF OUR TARGET CUSTOMERS

Describe the psychographic profile of your target customers. What do they do for fun? What TV shows do they watch? What do they believe in? What do they really care about?

Activities: _____

Interests: _____

Opinions: _____

Attitudes: _____

Values: _____

C. YOUR TARGET CUSTOMERS' KEY PROBLEMS, DESIRES AND NEEDS

Write down your target customers' key problems, desires and needs below. Examples include price, location, exclusivity, results, safety, timeliness, convenience and atmosphere.

D. YOUR DETAILED CUSTOMER PROFILE

Based on your answers above, write down your detailed customer profile below.

For example: Our customers are single men aged 30 to 40, making between \$40,000 and \$50,000 per year, living in Wellington, who have no kids, own dogs, really care about the environment, enjoy watching and playing sports, and want affordable, stylish casual wear.

Talk to [Muritai Marketing](#) to find out more about how you can place the right messages, in the right place at the right time to win the love and loyalty of your ideal customer.