



YOUR IDEAL CUSTOMER

Every entrepreneur should be intensely focused on his or her prospective customers. The ability to find a customer, sell your product or service to that customer, and satisfy the customer so that he buys from you again should be the central focus of all entrepreneurial activity. The greater clarity you have with regard to your ideal customer, the more focused and effective your marketing efforts will be.

Answer the following questions to zero in on your ideal customer or what we call your Avatar.

- Is your ideal customer male or female?
- How old are they?
- Are they Married? Single?
- Do they have children?
- Where do they live?
- What is their job or profession?
- Who are the leaders, gurus, experts in their industry?
- How much do they make?
- What language do they speak?
- What are their hobbies?
- What are their favorite websites?
- What are their source of news?
- What magazines, newspapers, trade journals do they read?
- What are their favorite tv shows, movies, and books?
- Do they buy similar products and services to your offering?
- Who are the vendors they buy from?

Other Optional Questions (Not Needed, but extremely helpful to know)

- What are 3 problems your ideal customer has that makes them an ideal customer for your business.
- What is the worst thing that could happen to your ideal customer if their problem isn't eventually solved?
- How would this make your customer feel?
- How might their boss react?
- What could happen to their career or personal lifestyle?
- What would their friends think?
- What could be the financial consequences?
- What could be the personal consequences?
- What could be the professional consequences?
- What is your customer secretly afraid of?
- What is the best thing that could possibly happen to your ideal customer if their problem is solved?
- What would their perfect solution look like?
- What is it that they really want, more than anything else?
- What would they be willing to pay almost anything for?
- How can your product or service match up to your customer's real needs and desires? How can your business help solve your customer's problems? What is it that you are trying to provide to your customers?