

Understanding your ideal customer

QUESTIONS TO REFLECT ON



Demographic basics - what is their gender, age bracket, marital/family status, where do they live, what is their income bracket, where do they work, what are they interested in?

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What frustrates them/what are their pain points. What do they fear, what are any challenges?

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What are they reading/watching/listening too? Who do they follow on social media? What Facebook groups are they part of?

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How do they feel/think/act about the problem you solve for them?

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What are their motivations to solve their problem? What do they value in making their decision?

What are their goals/dreams/aspirations/desires?

How do you want them to feel/think/act once your service solves their problem?

What might be holding them back from achieving the above?

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What role do they play in purchasing from you? Are they the decision maker? The buyer? The one using your product or service? Who from this list will actually be visiting your website? How can you talk to them in a way that appeals.

Where are they in their purchase journey? Do they come to you at the last minute, needing your service? Do they take a long time to make a decision? Are they comparing you to others? What information do they need to help make a decision?

What does their day/week/month look like? Is it hectic, how do they make decisions, where are they going, who are they seeing?