

“Sure Fire” Ideal Customer Profile Worksheet



DEMOGRAPHICS

Before you can sell anything, you must first define who you're selling it to.

I know... this sounds like common sense, but you'd be surprised at how many business owners actually fail to specifically define their target market.

American Express and Walmart both know who EXACTLY their ideal clients are. Mercedes Benz and Honda both know EXACTLY who their market buyers are. Sears Handbag and Prada Handbag clients know EXACTLY who their going to buy from.

So that's what we're going to do here. We're going to narrow your market down to one person - your Ideal Client.

In this worksheet, you'll be more specific in defining your Ideal Customer, then the more success you'll have building a profitable business.



Remember to always view these questions from the perspective of your customer, not you. This is, no doubt, the #1 mistake businesses make in their marketing. You aren't the client. What you see or believe doesn't necessarily "feel" the same way to your prospects or clients.

This profile worksheet will quickly guide you through getting clear on your client so your messaging, packages, pricing and closing deals become streamlined with ease.

You'll be able to refer back to it when you get stuck, or simply when you need a little help deciding what's right for your market and what isn't.

What Do You Know About Them?

Are they men or women? _____

Adults or Children? _____

How Old is your Audience? _____

Tip: Write Down an age range. If you have already run FB ads look at your profile insights. This will give you the age range.

Where does your target audience live?

(Divide by Country, State, City, Suburbs, Inner City, Neighborhoods, etc...)

What Facebook Pages Do They Like?

(Choose 5-10 pages your audience follows. This is a great way to test your ads and market!)

Ex: Celebrities, TV Shows, Educational or Spiritual Gurus, etc...

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

What kind of car do they drive? _____

What is their annual income or net worth?

1. _____

2. _____

What Sports Do They Like?

(If you can come up with a specific team or teams do so, if not at least give the type of sports)

1. _____

2. _____

3. _____

What Activities are they involved in??

(Are they foodies, into fitness, sommeliers, football moms, bloggers, etc.)

1. _____

2. _____

3. _____

What Zip Code Do They Live In?

1. _____

2. _____

3. _____

Who Are Their Favorite Bands, Musicians, Composers, Singers?

(If you don't know these specifics, then use the genre of music)

1. _____

2. _____

3. _____

4. _____

5. _____

Are They Single or Married?

Single____ Married____ Divorced____ Widowed____

Do They Have Children? Yes or No (Circle one)

How many children _____

Age Range of children _____

What Restaurants Do They Frequent?

1. _____

2. _____

3. _____

WANTS & DESIRES

What Restaurants Do They Frequent For Special Occasions?

1. _____
2. _____
3. _____

Where Do They Shop At?

(This is very important. It gives you a lot of insight into if they are quality or cost focused. It also gives insight into lifestyle and spending habits!)

Department Stores *(ex. Kohl's, JC Penny, Burlington Coat Factory, Neiman Marcus, Macy's, etc.)*

1. _____
2. _____
3. _____

Grocery Stores *(ex. Walmart, Wholefoods, Kroger)*

1. _____
2. _____
3. _____

Designer Clothing *(ex. Coach, Tory Burch, MK, Prada)*

1. _____
2. _____
3. _____

What's my prospect's most urgent problem and BIGGEST challenge right now?

What do they WANT and What do they WANT to AVOID?

WHY do they want this solution?

How long has this issue been going on?

What's the ramifications if the BEAST problem continues?

If the problem isn't solved, where will their business be in 3, 6, 9 months?

What's this BEAST problem costing them to stay stuck? To say playing small?

What's it costing in money, time, resources and other?

What entrepreneurs or companies have a company or department that could benefit from your services?

BELIEFS

What do they believe fundamentally about their issue/problem?

What do they believe about the marketplace and how it impacts them?

What do they believe about this type of product/service?

What do they believe about spokespeople in this industry?

VITAL QUESTIONS

What question does this ideal client have about products/services like mine?

What are their top three immediate goals my product/service can help them achieve?

What are the top three problems that are standing between them and their goals?

What objections might they have to purchasing a product like mine?

What other options do they have to solve their problems?

What do they need to believe about my product/service in order to buy now?

What do they need to believe about the problem they're trying to solve in order to buy my product/service now?

What do they believe now about themselves as it relates to the goals my product/service can help them achieve?

What do they need to believe about themselves as it relates to the goals my product/service can help them to achieve, in order to buy now?

What three common situations are they likely to be in with respect to the goal they're looking to achieve?

What are their dreams for the future?

What are their fears with respect to going for their dreams?

What are the past failings that have thus far prevented them from realizing their dreams?

What are their suspicions about the people they must deal with to solve their problems, achieve their goals, get their questions answered, and pursue their dreams?

Who are their enemies?

What features did they like particularly?

What benefits did they enjoy from the product/service?

What didn't they like about the product/service?

What are their needs?

Identify Your Target Market's Core Values

Based on the list of qualities above, if your ideal client had a "magic wand" without limitations, who would they be? What would their lives be like?

1. What do they value? What's important to them?

2. What do they dream about? Who do they want to be?

Your Ideal Client in 5 Sentences

This is where your hard work pays off...Write just one paragraph (4-5 sentences max) describing your ideal client.

If you would like help reaching your target market and advertising online to your ideal customer, schedule an **FREE Consultation and find out how I can help you grow your business to 6 figures!**

Visit <http://bit.ly/bbdleads>

RESOURCES:

Grid Tool:

<http://www.social-contests.com/check-image/>

Zip Code/ Income Data

<http://wealth.mongabay.com>

<http://www.city-data.com>

<http://zipatlas.com/>

Picture Resizer by Internet Marketing Ninjas

<http://www.internetmarketingninjas.com/seo-tools/favicon-generator-crop-images/>