

Target Customer Worksheet

Who are my customers?

With a global presence on the internet, it becomes more important than ever that you know exactly WHO will buy your product or service. Most beginning marketers make the fatal mistake of saying “well EVERYBODY needs my product!” While that may be true, the reality is that everybody will not want or buy your product.

Let’s Practice.

Repeat after me:

“Everybody does not want my product or service”

“Everybody does not want my product or service”

“Everybody does not want my product or service”

Okay, that’s enough. Think of it this way. Everybody might need water in their lives, but each individual gets water in a different way. Some buy it from the grocery store, some buy the fancy water with vitamins and minerals built right in, some get it from the kitchen sink. Do you think the bottled water people are trying to convince the kitchen sink water drinkers to buy bottled water? Not really. Instead, they are trying to get people who already want bottled water to buy more of it. You can (and should) use this same concept in your business.

Stop trying to convince people to try your product or service and focus on the ones who already have an interest!

I see it all the time. Independent professionals and small businesses owners spend lots of time on their website telling people how great their product or service would be *if they would just try it*. Meanwhile, people who are really interested in the product or service want to know more about YOU and WHY they should buy from you.

Lack of targeting is the #1 mistake we see in both online and offline marketing strategies of small businesses and independent professionals.

You **must** identify those people who are most likely to want and buy your product or service. These people are your **target market**. The more specific your target or niche, the more sales you will make.

Knowing your target market will decrease the amount of time and money you spend on marketing to the wrong crowd. Imagine how much more you can meet the needs of your customer if you don’t have to chase after everyone. When you know your target market, you can spend less money in the right places because you know the personality of your customer and what they truly need.

Let’s get to work.

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To start work on finding your target, we're going to think about your ideal or perfect customer. Let's face it: we've all had customers we know we should never have worked with.

Take a moment and visualize:

All the customers you have had

The customers with which you have had good relationships

The "not-so-perfect" customers or difficult customers

Wouldn't it be perfect then if we could have or attract the right customers to our business? Imagine – groups of happy people, eager to purchase your product or service. Wouldn't that be great?

Of course it would!

Then let's make it happen.

To consider your ideal customer or target market, you must ask some questions about the people who might buy your product. Before we start, get yourself into a comfortable place where you can do this exercise uninterrupted. Visualize yourself in your customers' place, looking upon your business or service for the first time.

My Ideal Customer

Answer the questions below to begin to define your customer target market. Not all questions apply to all businesses. For example, you might cater to entrepreneurs (like we do) who have a particular similar characteristic, but not a specific age or gender. That's okay. Or you might have a product that caters to women ages 35-50 but they have very different characteristics. That's okay too. Find the answers that work best for you.

PSYCHOGRAPHICS - Characteristics

1. What are the qualities of your perfect customer?

Some examples may be: they pay on time, they are kind, friendly, open-minded

Pay On Time

Friendly

Open-Minded

Just Starting Out

Have An Established Business

2. What do they read?

Include printed magazines, newspapers or trade journals

3. What are their hobbies/interests or affinities?

Define what they might do in their spare time

4. How do they dress?

Describe their work and casual clothing choices. Are they formal and dressy, or laid back and casual.

5. What are their biggest concerns and worries?

6. What do they want in their life?

SOMETHING TO THINK ABOUT

7. What is the benefit they get by working with you?

8. Whose problems and goals do you care about?

9. Who do you want to spend time with?

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DEMOGRAPHICS - Specifics

10. What Income do they have?

Individual or Household (Circle One)

- <\$10,000
- \$10,000 – 25,000
- \$25,000 – 50,000
- \$50,000 – 100,000
- \$100,000 – 500,000
- >\$500,000

11. What is their occupation?

- Student
- Blue Collar
- Technical
- Sales
- Managers
- Professionals
- Executives
- Unemployed
- _____
- _____
- _____
- _____
- _____

12. Where do they live?

- Neighborhood _____
- County _____
- Region _____
- City _____
- State _____
- Country _____
- Other _____

13. How old are they?

Define a specific age or group, such as Baby Boomers, or toddlers under 5 if possible.

- Infants
- Preschool
- Grade School
- Teens

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- High School
 - College
 - 20-35
 - 36-50
 - 51-65
 - Retirees
 - Seniors
-
-

14. What type of education do they have?

- Grade School
 - High School
 - Some college
 - College Grad
 - Post Graduate
 - Masters
 - Doctorate
-
-

15. Are they male or female or both?

- Male
- Female
- Non-Gender Specific

16. What is their Family Status?

- Single
 - Childless
 - Married
 - Young Children
 - Partnered
 - Parents
 - Grandparents
 - Step-Families
 - Divorced
-
-

17. What is their ethnicity?

Be as specific as possible when defining your target market. Women, age 30-50 who are losing their hair is a very specific market for a hair-replacement company that caters to women. Don't be worried about those

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people that you are excluding. In marketing, especially on the internet, the more specific you are, the more money you will make!

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