



Find your

# Ideal Customer



If you want sales, you need to find your customers. It's no good pitching to the world, if your product only applies to a small section of it. Fill out this free Ideal Customer worksheet and start finding your target market today!

# Who are They?



**You have your product or service, you know who you are as a business, and you have your branding nailed, but who are your target market, and how do you reach them?**

**Having the right product is half the battle, but if no-one sees it, you'll get no sales. Use this free worksheet to find your target customer today.**

## Hide and seek...

Your target customer should look at your branding and feel like you're speaking directly to them. That's not an easy thing to get right, but knowing who they are is key to reaching them.

So who are they? Start by answering these simple questions, and let's build a profile of your ideal customer.



### Gender :

Is your ideal customer predominantly male, female or both?

**Age Group :** What age group does your product target?

### Marital Status :

Are they married, single, engaged, or doesn't it matter?

### Location :

Is location important, or are you offering your goods or services nationally or globally?

### Income :

Are you targeting business professionals, or lower income families?

### Occupation :

Does what they do for work influence whether they'd use your product?

# What do they Want?

Get to know them...

Finding out how to reach your target customer is all about values and beliefs. If you share the same values as your customer, they'll be more likely to engage with you and your business, and ultimately trust you enough to buy from you. Re-evaluating your customer's needs regularly will help you to stay on track with your audience, and ensure that your message continues to resonate with them.



## Personality :

Who are they? What are they like?

## Goals, Hopes and Aspirations:

What does your ideal customer want from life?  
What are their goals?

## Interests:

What interests your ideal customer?

## Needs :

What does your customer need in their life?  
What solution can you offer them?

## Core Values:

You need to share the same core values with your ideal client, so what are they?

You've done it! You've identified so much about your target audience, and you know exactly who they are and what they want. These target customers should give you a great insight into what your business hopes and dreams are too, and you should share the same ethics, hopes, fears and desires. Now find out where they are and start selling!

Need more help with finding your ideal customer? Check out our Customer Profile Workbook in our online training shop, and get your target market clear, find out where they are, and how to sell to them. Visit [www.greycardcreative.co.uk/shop](http://www.greycardcreative.co.uk/shop) to purchase your copy and give your business the boost it deserves.