

# WHO'S YOUR IDEAL CUSTOMER?

BY BRENDA LAVELL OF PHYDEAUX DESIGNS

<p>NAME, GENDER, AGE:</p>  <p>RELATIONSHIP STATUS (PARTNER NAME, GENDER, AGE):</p>  <p>CHILDREN (NAMES, GENDER, AGES):</p>  <p>EDUCATION:</p>  <p>LOCATION (HOME &amp; WORK):</p>	<p>HOBBIES:</p>  <p>FAVORITE TV SHOWS, MOVIES:</p>  <p>FAVORITE BOOKS, MAGAZINES:</p>  <p>FAVORITE BLOGS, SOCIAL MEDIA SITES:</p>  <p>FAVORITE THING TO DO WHEN NOT WORKING:</p>
<p><b>NEEDS</b> EXAMPLE: MODERN JEWELRY FOR SENSITIVE EARS</p>	<p><b>HOW YOUR PRODUCTS FULFILL EACH NEED</b> EXAMPLE: YOUR 14K WIRES, CONTEMPORARY DESIGN</p>
<p><b>PROBLEMS</b> EXAMPLE: CAN'T FIND JAW-DROPPING BRIDAL EARRINGS</p>	<p><b>HOW YOUR PRODUCTS SOLVE EACH PROBLEM</b> EXAMPLE: YOUR RAW DIAMOND AND PEARL EARRINGS</p>

# INSTRUCTIONS

Understanding your ideal customer — in detail — is key to creating effective marketing that connects with true fans of your work. Understanding your ideal customer's needs and problems and identifying which of/how your products solve both is also key.

Define your ideal customer in as much detail as possible — you can go further than this template asks, from appearance to grooming products to favorite food and beyond.

When you've created an ideal customer who looks and feels right to you, start delving into your customer's needs, related to your products or services. Needs might include vegan soap, cruelty-free beauty products, self-striping hand-dyed yarn, or unique crochet patterns for beginners. Don't be too literal by reverse engineering your products to needs — think through this from your ideal customer's perspective.

Also, define your customer's problems. Great products — and great marketing — solve problems. Your products and services should solve your ideal customer's problems. Problems might include a personalized first anniversary gift, newborn clothing made from organic cotton, vegan brownies, or a unique wedding present.

As you identify the intersection between your customer's needs and problems with

your products and services, you're creating your marketing content. Now you know what to say to your niche market and fictional ideal customer. Now you know what to write about on your blog, what kind of links to share with your social media followers, and how to craft your product titles, descriptions, and tags.

As you obtain feedback from your social media fans and customers, don't be afraid to rework your ideal customer. And your ideal customer will change over time, as your product and service lines evolve and grow. This is a valuable exercise to revisit regularly, and essential when you start planning any new products or services.

Also, this is *your* ideal customer for your reality-based business, not the business you wish you had and not that owned by anyone other than you. If your work doesn't fulfill needs or solve problems, you may need to rethink what you have to offer.

And although many successful sellers start by filling their own needs, make sure that your ideal customer doesn't look exactly like you.

Above all, have fun with this! Talk about your ideal customer with your family and friends. Remember, there really is no right or wrong answer with this, as long as your ideal customer makes sense for your business and products or services.