Finding Your Customer

Finding Your Customer:

Who are the people your business seeks to serve? Completing this document is the first step towards communicating with your audience in an authentic way:

1. The Ideal Customer: Write a brief summary of what you are looking for in a customer.

2. Demographics: List the demographics your ideal customer falls into.		
Age:	<u>demographics your ideal customer fails into.</u>	
Age. Occupation:		
Location:		
Gender:		
Education Level:		
3. Hobbies & Interests: List	t the hobbies & interests of your ideal customer.	
Free Time: What do they enjoy doing in their free time?		
Travel: How / Where do they spend their holidays?		
Interests: What do they want to know more about?		
Hobbies: What are some of their hobbies?		
Other: Other notable relevant lifestyle factors.		

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4. Goals: List the goals of your ideal customer.

Future: Where do they see themselves in 5 years?	
Professional: What are their professional goals?	
Hobby: What are their hobby related goals?	
Financial: What are their financial goals?	
5. Challenges & Pain Points: List the challenges & pain points of your ideal customer.	
Barriers: What's stopping them from reaching their goals?	
Difficulties: What is causing them stress or unhappiness?	

Solutions:

What problems do they want solved?

6. Fears: List the fears of your ideal customer.

Biggest Fears:

Second Biggest Fear:

Third Biggest Fear:

7. Communication Channels: List the channels of communication your ideal customer uses.

Socials: Social media services they use: Screen Time:

Time spent on their phones.

Preferences: Methods of communication:

Content: The type of blogs they read:

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