

My Customer Profile



Consider the below prompts and build a company specific identity of your ideal customer.

LOCATION(S)
Places I love to visit before, during, or after I buy from you.

GENERATION
How old am I?

CULTURE
Which ethnicities, race(s), groups, organizations, and/or associations do I identify with?

LIFESTYLE & IDENTITY
What is an important aspect of my life?

INTERESTS & HOBBIES
How do I spend my leisure time?

AESTHETIC
Which images, tones, styles, colors, and media grab my attention?

HOPES & DREAMS
What are my greatest desires?

PROBLEMS & SOLUTIONS
What problem am I trying to solve?
What is my greatest fear or need?

MOOD
When do I need your offering most? How much am I willing to spend?

PATRONAGE
Which companies in your industry do I visit most?

SOCIAL
Which social media sites and online communities do I use most?

OTHER
Is there anything else about me you should keep in mind?

Your Customer

It's all about me!

What's my name?

Give your primary customer a unique name. If you could only describe your ideal customer in two words, what would they be?

i.e. "Cake Lovers"