



# Defining your target market and your IDEAL customer

# Defining Your Target Market

## Choose specific demographics to target

Age  
Location  
Gender  
Income level  
Education level  
Marital or family status  
Occupation  
Ethnic background

## Consider the psychographics of your target

Personality  
Attitudes  
Values  
Interests/hobbies  
Lifestyles  
Behavior

# Finding your Ideal Customer

1. Who do you love working with?

2. Who pays the most?

3. What industry is he or she in?

4. Do they provide services or products? Or both?

5. Are they solopreneurs?

6. How many Employees?

7. What is their age? Gender? Location?

8. What is their Income? Marital Status?

9. What types of events, organizations are they part of?

10. Do they like sports? What are their interests?

# Finding your Ideal Customer

After you answer the questions above, you need to:

- 1. Write a description of your Ideal Customer:** You can have more than one ideal customer, write little descriptions based on the questionnaire above. Learn about their interests, events they go, organization they are part of etc.
- 2. Identify your Ideal Customer's goals:** Try to think like them and see what their sales goals are and what the objections to buying from you may be.
- 3. How will these Ideal Customers find you?** Website? Social Media? Blogs? Which keywords will they be using? What kind of content do they prefer?
- 4. Brainstorm** with your team about ways that your company can engage with your ideal customer.