

Who Your Customer Is & What They Want To Buy

Review, Grow & Scale Your Business



week two



Knowing Your Ideal Customer

If you're running a business, it's vital to know who your customer is and keep them front of mind at all times. This way you'll understand their likes, needs and wants in life and your customers decision making process. Plus what is influencing this outside of interacting with your business.

The benefits of knowing your customer means you will develop products or services that fit their needs and goals in life. You can work out how to solve their problems and improve their lifestyle. And you can talk directly to them in your product descriptions, website copy, marketing messages and branding.

Which is why you need to get specific with this. You don't want to be too broad when creating your customer profile and don't say that 'everyone' will buy your product as they won't. Talking to everyone means that nobody ends up listening or falling in love with your brand. If you get personal and talk to one individual it means more people will listen. Which results in creating true fans for your business.

Your customer is a real person who doesn't just think about your products all the time. You want to deliver content to them that engages them and taps into their emotional drivers.

- The more you can build a relationship with them, the more loyalty you will receive.
- Which in turn can translate into repeat customers and UGC = social proof.

Without customers you don't have a business.

Know your customer exercise

Let's start off by picking one of your current customers.

- Select your favourite customer, someone who always buys from you or messages you.
- Or pick a friend or family member who you see as your ideal customer.

This will make your customer more real to you and give them an identity.

Start off writing a bit about them:

- Their name
- Job & income
- Interests
- Style



My customer profile notes

You've now got a basis to work from so let's get down to the specifics. Use the following questions to build a strong 3D picture of your ideal customer.

What would their name be? Make them visual and base this on who you visualise or a current customer you love

What is their age, location, job, family set-up and household income?

What is their home & fashion style like?

What are their passions & hobbies? How do they spend their spare time?

How do they want to feel in their life?

Where else do they spend their money? They're a 360 person and they're going to be buying other things!

What are their goals in life?

What is stopping them achieving these goals?

What worries keep them up at night? What are the challenges in their life, environment & mind?

What do they get from coming to your brand and interacting & buying from you?

Where do they hang out online?

What do they do for fun?

What do they read, watch & listen to?

Who are their advisers or trusted sources for information?

How do they talk? What are their key phrases or topics to talk about?
You'll find some good nuggets in past customer emails and messages



A large, empty rectangular box with rounded corners, intended for writing notes.

My ideal customer notes



How you help them

How do you help your customer?

- How does your products improve their life?
- What benefits do you want your customer to receive after buying from your business?
- How do you make them happy?
- What characteristics do you want your customer to know about your brand?

How I help my customer

Sum up your ideal customer

Using all of the information you've created, write one or two paragraphs that succinctly wraps up who your ideal customer is. Include the following:

- Their name & what they do
- What their hobbies are & where they hang out
- How they need help & how you provide value in their lives
- And any other golden nuggets of their identity that you can't leave out
- Insight from your market research

My ideal customer

Now think about how you can bring this customer to life and remind yourself to talk to them daily.

Some ideas of how to make your customer more visual include:

- Print out this paragraph and place it next to your workspace
- A mood board of images that visually depict their life
- A note that says 'What would Jenny like to hear?' on anywhere you write copy for your website, newsletter or social media
- A document which contains an overview of your ideal customer, brand values, purpose and brand visual identify
 - This is great to have when working with external designers, agencies or copywriters
- A Pinterest board that highlights what their life is like
- As your website screensaver

Visuals will really help so get out some magazines or head onto Pinterest and create your own customer vision board. And have some fun with it!

I've included some vision board examples on the next page. But how else could you keep your customer front of mind so you're reminded of them constantly?



Bring your customer to life

Examples of customer vision boards



3 Shapes Customer Profile



DESIRE 21

CONSUMER PROFILE

Brand: Desire21
 Age: 25-37
 Gender: Female
 Economic level: middle to upper class
 Income level: \$55,000-\$75,000
 Occupation: Assistants of business executives, editors of magazines or newspapers, sales representative, clergywomen, attorneys, designers, etc.
 Demographic: Women who are white collars live in big cities and usually work in offices.
 Life style: daily life, workday, dinner parties
 Psychological makeup: Art lover, jewelry lover, fashion conscious, graceful taste, college educated, discriminating buyer, occupational accomplishment.
 Habits: shopping, reading, watching movies, and working out programs such as yoga, Pilates
 Consumer habits: shopping once a month at least at middle to high-profile retail establishments, fashionable products with good quality.

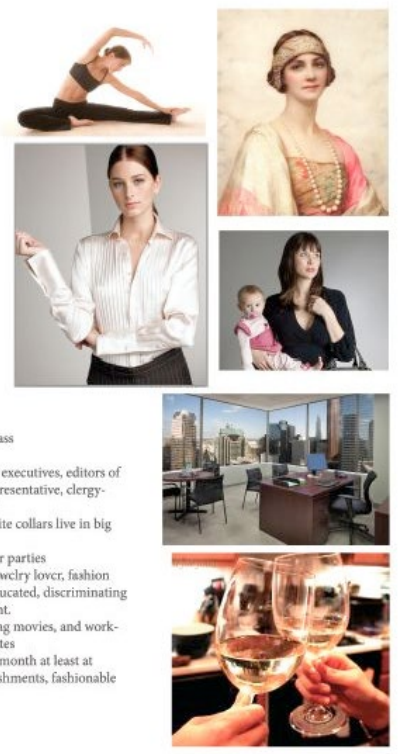
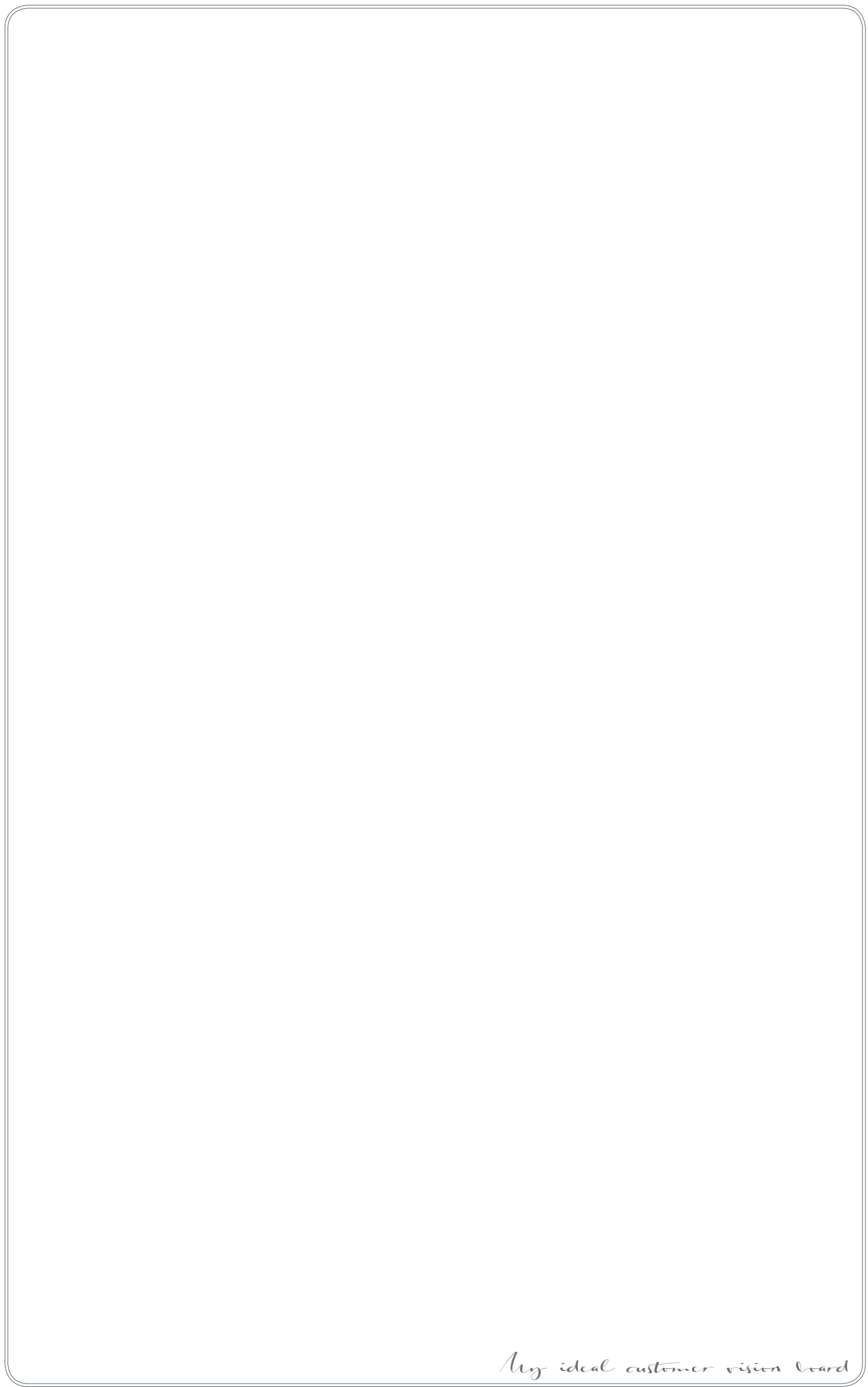


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My ideal customer vision board



Market research questions

About them

- What social media do you actively use?
- What are your favourite accounts to follow? Why?
- Do you follow a lot of XXX accounts? Why? - (Add your type of business)
- Please can you run through what a typical day is like for you?
- How would you describe your style? (home, fashion or both)

About their buying habits

- Do you buy a lot of XXX products? If you do, what do you like about these products?
- What stops you from buying a product?
- Where do you mostly spend your money?
- Where would you start if you were looking to buy XXX E.g Google, Pinterest. What does that journey look like for you?
- What drives you to buy XXX and what would you typically be buying it for?
- Are there any shops that are your go to for XXX?
- What would stop you from buying XXX?
- What is the most annoying thing about buying XXX?

Product development

Start with thinking about specifically you want to sell and then your new themes/designs.

- Select all of the products you buy for yourself.
- Select all of the products you buy as gifts.
 - Add a list of product types that relates to you range and new ideas.
- How often do you buy XXX?
- What makes you buy XXX?
- If (add company name) were to bring out a new product range (not just XXX!) what would you like to see?
- How much did you spend on the last gift you gave to a family member or friend?
 - People will often say they will spend more, but ask them what they actually spent!
- If you were to buy a XX, what would you like to know?

About your brand

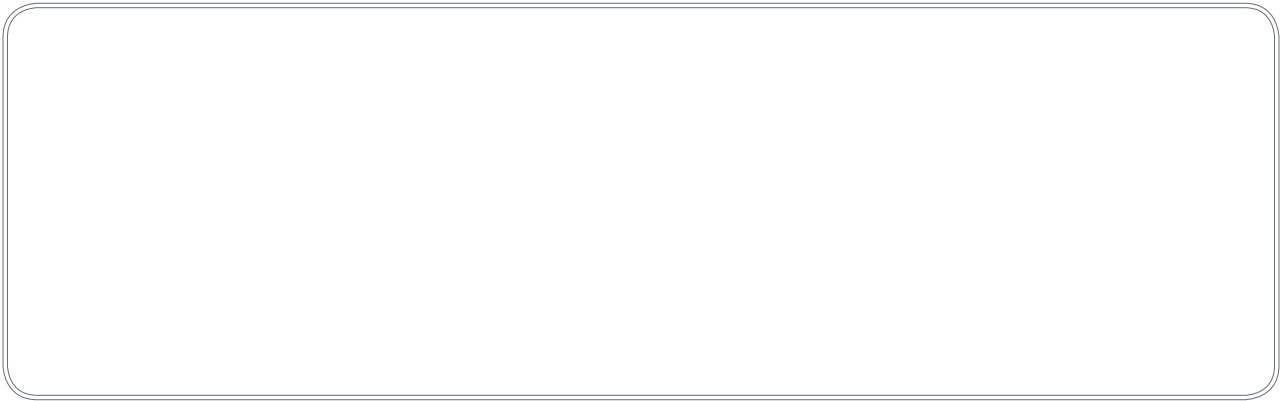
- How did you find out about XXX?
- What words or feelings come to mind when you think of XX?
- Have you bought from us before?
- If not why?
- What would you like to improve with our service or products?
- Do you buy our products for yourself or as gifts?
- If you weren't to buy a product from us, what would you buy and from who?

Your competitors & other business inspiration

Let's think about your competitors and what you admire in them. This means you can identify traits you love and how you can interpret them in a way that fits with your brand.

Who are your competitors in terms of product offering or services?

- Think on and offline
- What specifically do you like (and dislike!) about them?
- How does your price points compare and why?



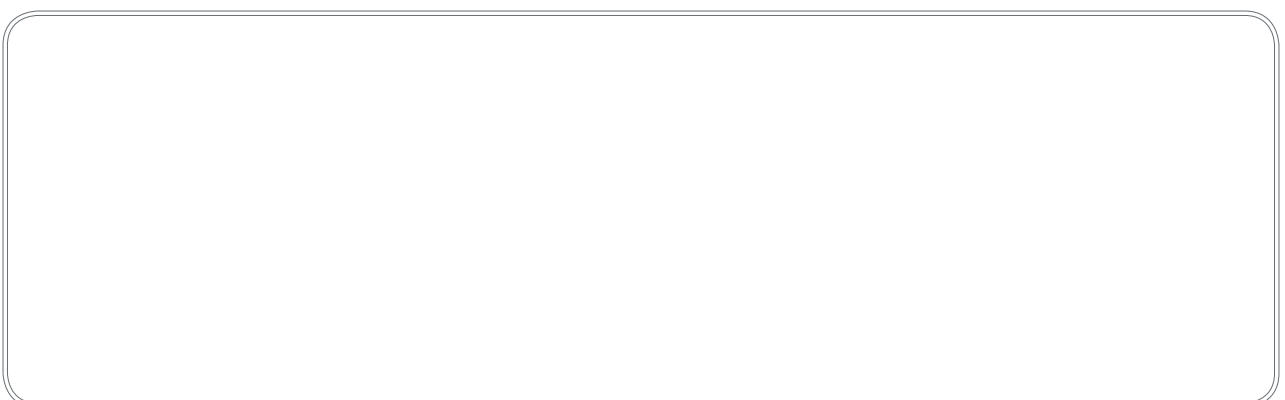
How are you unique to your competitions?

- Why would someone shop or work with you?



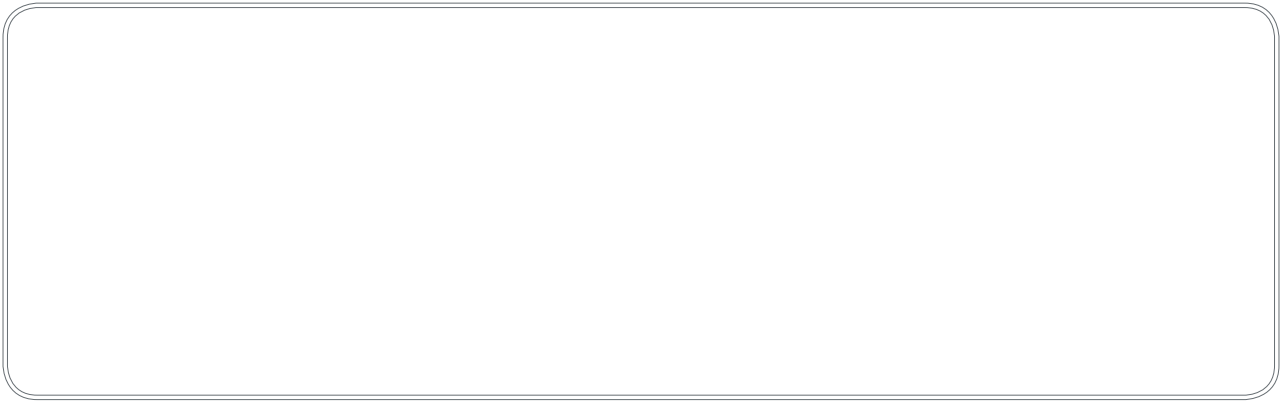
What other businesses do you look up to or inspire you on a daily basis?

- These businesses don't have to be in your industry
- What do they do well? E.g. great community, beautiful photos, sharing stories



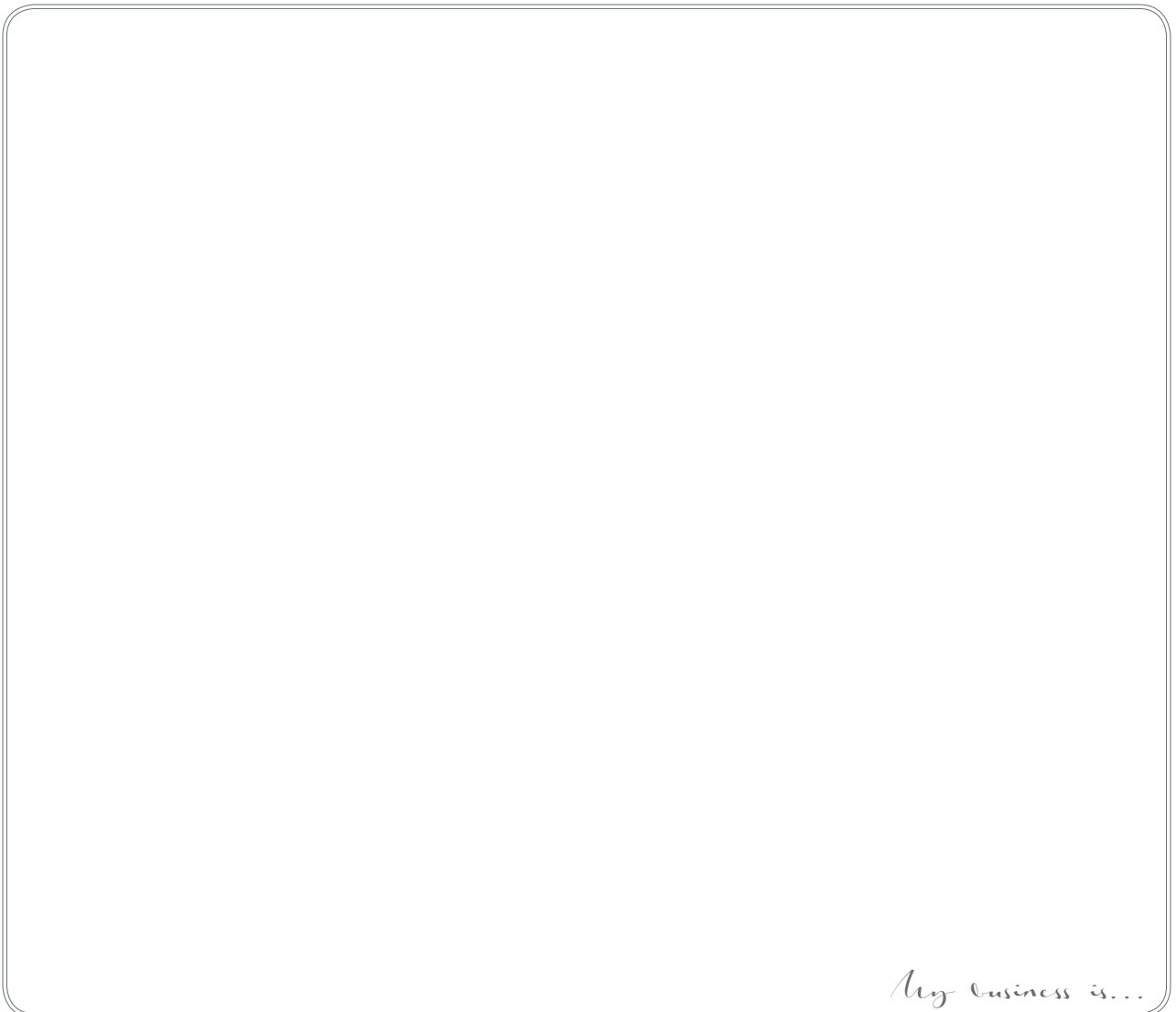
What businesses do you dislike?

- These can be businesses not in your industry
- What don't you like about them? E.g. bad customer service, ugly branding



Re-read these notes and write down what you want your business to be like. What are the characteristics you want your customers to know about your brand and fall in love with? How can you apply the attributes from these brands in a new way to your business?

And think about what you don't like. As knowing this can help you avoid these traits in your business. Put a plan in place to avoid repeating these yourself.



My business is...