1. Ideal Customer Checklist

Are you able to clearly articulate exactly WHO you are selling to?

Lack of real customer understanding can cause many different problems in a business (see my blog "11 signs you don't understand your customers well enough"[1]).

Describing your customers in detail doesn't have to be a complicated exercise. Start by picturing your perfect customer: the person who's ideally matched to benefit most from your products and services. It might be a dream customer you've worked with in the past or a combination of a few people you know.

Have you got that perfect customer in mind? Then let's start…

> "Ros immediately got to the real issue and incisively analysed what the problem was. Would I recommend her? Yes. Unqualified."
> Edward Morris
> Founder and MD
> EP Morris and Company Ltd.

2. Attitudes

- What is their attitude to your industry, niche and/or particular area of expertise?
- What is their attitude to your product/service?
- What is their attitude to the alternatives to your product or service?
- What do they love about what you do/your industry?
- What do they dislike or resent about what you do/your industry?
- What's important to them in the context of your offering?

3. Challenges and pain-points

- What exactly is the problem you solve for your customers? Why is it important that it's solved?
- How do they feel about this problem? (Frustrated? Stressed? Anxious? Worried?)
- How does this problem affect their work life and/or their home life?
- What else keeps them awake at night?
- How would they like to feel about it?

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[1] rosconkie.com/blog/11-signs-you-dont-understand-your-customers-well-enough

4. Objections

- What is the impact of making a bad buying decision (with respect to your offering)? Who else does it impact on? What's the worst that could happen?
- What questions will they likely ask about the product/service?
- What concerns or reservations will they have about the product/service?
- What reasons might they give for deciding not to purchase?

5. Sparks

- What situations might make them think about you/your products or services/your industry?
- What situations might spark them to realise they need what you offer?
- How long might it take them to choose a product such as yours (consider max and min, if it varies a lot)?

6. Their influencers

- What is your buyer's role in the decision-making process (e.g. budget-holder, recommender, gatekeeper etc.)?
- Who are their main influencers? Who else will they talk to about this buying decision?
- Who could veto the decision?

7. Demographic and personal preferences

Lastly, and only if you can narrow it down without stereotyping, consider their demographic and preferences.

- Age, gender, occupation and/or job title
- Location
- Income and level of education
- Marital status/number and age of children
- Social media they use
- Newspapers/books/magazines they read
- Websites they visit and blogs they read
- Thought leaders they look up to
- Causes or charities they support
- Issues they are concerned about

Using your customer avatar

Once you have answered all these questions and created your customer avatar, you can then start formulating a targeted marketing strategy around this avatar and creating marketing messages that will resonate with them.

If you've struggled with any of the above questions and need some help, book a free Discovery Call at info.rosconkie.com/apply.

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