

Use this worksheet to discover as much as you can about your ideal customer.

First up, we need to identify what problem your business is solving. For example, let's say you're a business coach. More specifically, you love to help small business owners learn effective marketing strategies to ensure their business is seen. In this situation, the main problem your potential customers are experiencing may be the inability to find or attract customers, the knowledge or skills to do online marketing, or perhaps the budget to outsource certain tasks.

Brainstorm the problem(s) your ideal customer might have.

How are you solving their problems?

CUSTOMER DEMOGRAPHICS

Gender:

Age:

Location:

Occupation:

Interests and hobbies:

Family status (single, married, married with young kids etc.)

Brands & Influencers (who do they listen to?)

Preferred Channels (where do they look for information)

Facebook

Google

Instagram

Newspaper

Twitter

Other forms, please list.

YouTube

LinkedIn

Pinterest

Ways to find out more about your customers.

- **Survey existing clients**
- **Use Google Analytics to see who is visiting your website.**
- **Facebook Page Insights**
- **Instagram Insights**
- **Pinterest Analytics**
- **Have a look at who your competitors are serving.**