

Ideal Customer Profiles Guide and Persona Template

Prepared by:

**SPARROWLY
GROUP**

Ideal Customer Profiles

Target markets are so yesterday! Instead you want to target your IDEAL customers, these are your most profitable prospects.

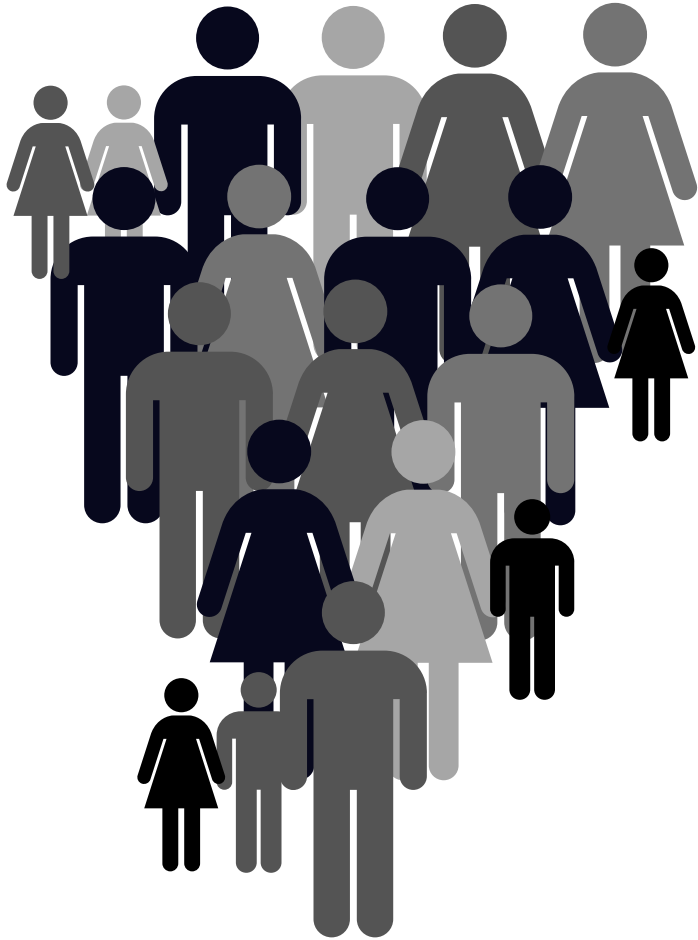
Think about the customer you love to have in your business, the ones that never complain or write bad reviews, the ones that are your biggest fans and advocates, that understand value and don't question price.

You want to attract more of these people right?

To work to attract them, you need to stop thinking about your customers as a group or cohort of people - instead you need to drill down to an individual person or 'your ideal customer'.

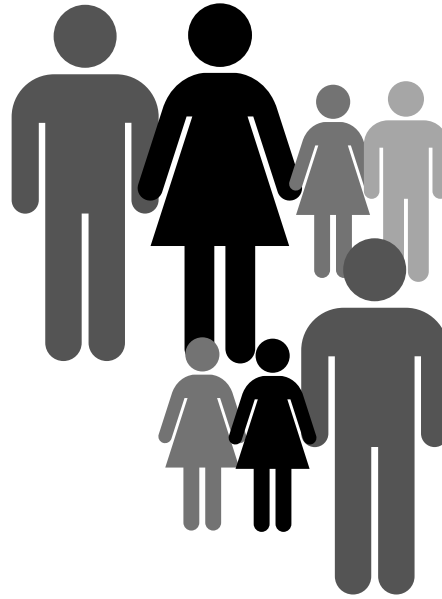
For example, instead of thinking about your customers as families, or families with young children, we want to think about that customer as an individual - lets call her Samantha.

Target Market



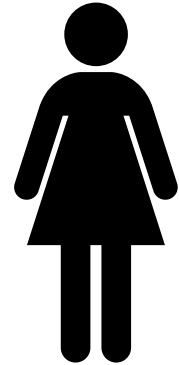
Families

Niche



Families with Young Children

Ideal Customer



Samantha

Why?

Because the more you know about our customers, the more you are able to get in their head, understand what makes them tick, how they think, what keeps them up at night, what motivates them, their activities and travel patterns.

Once you really understand who your customers are you will be better equipped to tailor your products and services to meet their needs and refine your marketing and communications with them to make sure you are sharing the right message at the right time.

How?

Think about the customer you currently have that you love. The list every common trait that they have – think about:

Demographics; exact age, sex, income, marital status, where they live, employment, family status.

Psychographic; values, beliefs, lifestyle, hobbies, interests, what books do they read, what TV shows and movies do they watch and how do they watch it, what keeps them up at night, what problems can you solve for them, what does their life look like right now, what are they dreaming of for the future?

Put yourself in their shoes - What does an usual day look like for them? Be really specific, the more details the better. Think about your current customers, the ones that you really love and potential new customers you would like to attract to your business.

Give them a name and use that following templates to create the ‘persona’ for your ideal customers. You can have more than one.

To help get you started we have created a persona for Samantha.

