UNDERSTANDING YOUR IDEAL CUSTOMERS

Workbook

DATE: _____

NAME: _____

BUSINESS NAME: _____

CREATING YOUR LOYAL FANS

Your business lives or dies by the number of sales you make. So it's important to think about who you're already selling to. If you have happy and maybe even repeat customers - these are your loyal fans! Once you've identified who these people are, you can be extremely targeted and speak to them (and those like them) carefully and directly in all of your marketing and every communication you have with them. Once you begin doing this, you will notice increased levels of interest and engagement which will ultimately lead to more sales.

- Complete this workbook in as much detail as possible.
- Think back and identify one person who you loved doing business with. Think about what went well, why you enjoyed selling to them so much and if they're a repeat customer, think about why they keep coming back, I guarantee they will have dropped some little nuggets of info that you have tucked away in the back of your mind - dig those nuggets out and get them down on paper!
- Think about their demographics, geographics & psychographics - do you know where they live? How many children they have (if any)? Are they male or female? Are they members of certain communities? Read certain publications or blogs? Do they binge on Netflix or spend all of their time working? Take part in sport, the arts or love to go on holiday? Other than buying from you, where else do they spend their money and on what?
- What gets them up out of bed in the morning? Include as much detail as you can.

As well as their socio-demographics and habits, spend time thinking about what your ideal customer cares about:

- What gets them out of bed in the morning?
- What do they dream of doing rather than what they're actually doing?
- What is their heart's desire?

Once you can understand this and communicate how your product/service can meet their needs AND do it in a way that speaks to these desires, you have a business that's sustainable for the long term.

Is it really that simple? Perhaps not quite, you still have pricing and margins to take care of, but once you've identified your audience and are communicating with them in a way that truly speaks to them, everything else will fall into place.

Think about a time you've REALLY wanted something that you thought you couldn't afford, but somehow you worked out a way to get it. That's what your customers will do once you've worked out how to let them know that your business can solve their problems AND give them what their heart desires.

Perhaps you have very distinct offerings within your business that you sell to different types of people, with different motivations. If this is the case, then once you've identified your first loyal fan, you may want to create another one or two personas. Remember to include as much detail as you can and to focus on really understanding what each person wants, why they want it and how you can demonstrate that your business can deliver it to them.

WHO IS YOUR MOST LOYAL FAN?

CUSTOMER PERSONA 1

WHO ARE YOUR LOYAL FANS?

CUSTOMER PERSONA 2

WHO ARE YOUR LOYAL FANS?

CUSTOMER PERSONA 3

EXTRA NOTES/ THINGS TO RESEARCH FOR THOSE WHO WANT TO GO DEEPER

WHAT ELSE DO YOU KNOW OR NEED TO KNOW ABOUT YOUR AUDIENCE AND HOW CAN YOU FIND OUT?