

WORKSHEET

Your Ideal Customer Profile

It's easy to know what to say and how to say it when you know your ideal customer like you know your best friend.

When that happens:

- Your ideal customer sees your marketing and says, "I feel like you're speaking directly to me"
- You easily create the exact solutions your customer needs – and will pay for
- Your perfect customer sees your offer and says, "This solution was tailor-made for me"

Suddenly, sales and marketing feel more like serving and helping – you don't need to convince your ideal customer to invest in your solution – they're already convinced.

Ready? Go to the next page and start using this worksheet to get to know who you want to serve with your online business.

Keep learning:

For more on finding your ideal customer, read:

[Wake Up! Create an Eye-opening Ideal Customer Profile Today](#)

[Your Marketing Elimination Diet: How to Lose the Dead Weight and Find Your Best Customers Now](#)

[Shake It Baby, Shake It for Real Good Marketing!](#)

Smart Offer

SALES KIT

Step 1: Who do you NOT want to serve?

The truth is, finding your ideal customer is as much about eliminating the customers you don't want to serve as it is about finding the ones you do.

Sometimes it's easier to start with a "backward" approach to describing your target market. Start by thinking about who you don't want to serve first.

You can base this on people you've worked with in the past who have been difficult, who haven't appreciated what you do, who have complained about your prices, who you simply haven't enjoyed serving.

Don't be shy – no one will see this and it's important to identify what you want to avoid.

What kind of customer do you want to MOVE AWAY from working with?

Smart Offer

SALES KIT

Step 2: What kind of customer would you love to work with?

Think about things like:

- **Their mindset:** Why does your solution matter to them?
- **Their attitude:** How much do they value what you bring to the table?
- **Their awareness level:** A truly “ideal” customer needs what you offer, knows that they need it, and can afford to pay for your solution.

All three matter.

What kind of customer do you want to MOVE TOWARD working with?

Smart Offer

SALES KIT

Step 3: External descriptors

In this section, please describe external – perhaps superficial – aspects of the population groups your customer belongs to.

We can't paint groups with a broad brush. Stereotypes are meaningless. But if your offer specifically serves some aspect you'll mention below, it's important to list it.

EXAMPLES: Mothers of young children. Young adults searching for their first job. Left-handed knitters. People who are retired from full-time work.

Note EXTERNAL characteristics here:

Step 4: Internal descriptors

How does your ideal customer spend their time? Try to answer these questions, even if you have to guess:

- What media do they consume?
- How do they spend their free time?
- What do they aspire to become?
- Why do they need your solution?

Note INTERNAL characteristics here:

Smart Offer

SALES KIT

Let's take everything you've thought through and create a description of your ideal customer using your own words.

Start with Step 3 information (external descriptors)

[NAME] is a [X]-year old [GENDER]. [NAME] has attended [EDUCATION LEVEL].

[a name for your ideal customer] is a

[age]-year old

[identifies as this gender].

[name] has attended

[education level]

Smart Offer

SALES KIT

Add Step 4 information (internal descriptors)

[NAME] is an avid fan of [MEDIA] and enjoys spending time on [HOBBY]. They would love to someday [WHO THEY ASPIRE TO BECOME]. They have [SPECIFIC CHALLENGE THAT NEEDS YOUR SOLUTION].

[name] is an avid fan of

[media] and enjoys spending time on

[hobby]. Someday, they would love to

[who they aspire to become]. They have

[specific challenge that needs your solution].

Smart Offer

SALES KIT

Add Step 2 information (who you'd love to serve)

[NAME]'s mindset is that [WHY YOUR SOLUTION MATTERS]. They value your offer because it helps them [HOW THEY BENEFIT FROM YOUR OFFER].

[name]'s mindset is that

[why your solution matters]. They value your offer because it helps them

[how they benefit from your offer].

Smart Offer

SALES KIT

What did you learn about your ideal customer by doing this exercise?

HOMEWORK:

Take your time when filling out this worksheet. The thinking you do here will help you start strong.