

Create Your Ideal Customer Profile

...so Your Marketing, Products, and Services Are Always on Target



Course Book

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Introduction

One of the greatest challenges businesses face is attracting the right customers. Business owners want to entice those people who will benefit most from their offers and who are eager to buy their products and services.

However, if businesses aren't clear who they're targeting, they'll find it difficult to reach those people and generate revenue. Unfortunately, many entrepreneurs and business owners don't take the necessary steps to get to know who their potential customers really are before they start marketing. As a result, they often end up frustrated and disappointed when they don't make the sales they're expecting.

Having an ideal customer profile helps you not only attract income, but also allows you to develop the longer-term marketing you need for your products and services. When you know exactly who you're talking to and what they're looking for, your strategy will be more successful. An ideal customer profile will also help you with your branding, lead generation, community building, content creation, and product development.

Whether you're an entrepreneur who's just starting out or someone with an existing business, you need to build out a detailed profile of your ideal customer. 'Everyone' is not your customer. It's impossible to be all things to all people and it doesn't make sense to try.

The greater clarity you have regarding your ideal customer, the more focused and effective your marketing efforts will be. You owe it to yourself to invest the time this takes so that you can start reaping the rewards.

In this course, you'll find the keys to unlocking your ideal customer profile. You'll go step-by-step through the questions you need to ask to really get to know this person, as well as research methods you can use to discover their mindset, attitudes, and behaviors. By the end of the course, you'll have a

detailed profile that you can use in a multitude of ways to sustain and grow your business.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify your primary target audience, so that you can market to those people who are the best fit for your products and services
- Create an initial ideal customer profile by tapping your current understanding of your audience

- Validate your customer information, so that you have the most accurate data on which to base your ideal customer profile
- Analyze your data and refine the profile of your ideal customer, so you will be confident in tailoring your marketing to them
- Decide how your detailed ideal customer profile can have the most impact right now, so that you get started using it immediately
- Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and continue to refine your customer profile over time

This course is broken down into 5 major modules and individual lessons to take you step-by-step through how to create your ideal customer profile

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started

Module 1 – Your Primary Target Audience

Every product and service appeals, or has the potential to appeal, much more to a certain person than it does to everyone else. Yet most of us approach marketing as though we are trying to sell to *everyone* instead of focusing on one specific person. This often happens because we don't want to restrict ourselves and believe that by doing so, we'll miss out on new clients. The truth is that when you try to appeal to everyone, you run the risk of appealing to no-one.

Here's a great example of this phenomenon: You own a hamburger business and are standing outside a large convention to generate customers for your business down the road. You're waiting for the lunchbreak to take advantage of a huge rush of people to give away small hotdogs. You've prepared all your toppings, business flyers, and staff to handle the rush to make sure you don't miss a single potential client. The group comes out but you only manage to give away 25 free hot dogs when you were expecting 500.

What went wrong? You didn't realize the convention was a health and wellness event mostly attended by vegetarians and vegans. The moral of the story is that if you're talking to the wrong audience, it doesn't matter how good your offer is.

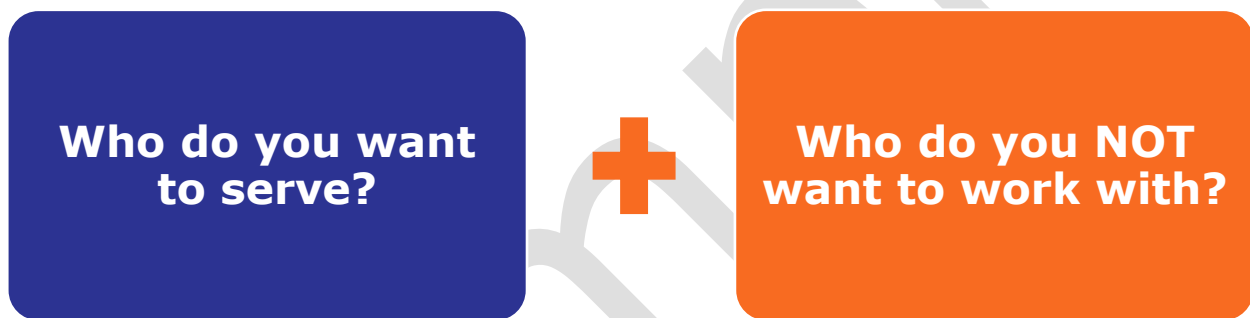
There will be people who are better suited to your offers than others. It's obvious that there's no point trying to sell meat to vegetarians or parenting advice to people who don't have children, but other choices are less obvious.

Consequently, your goal is to drill down to the specific person who is most likely to buy from you. That includes thinking about who you can help most and who you want to sell to. If you aren't making the sales you want, then you're failing to hit the mark when it comes to your promotions.

If you're new to business, then you're in a great place to start because you're laying the important groundwork now to get you those sales later.

Further on in the course, you'll pinpoint in minute detail the description of your ideal customer which will become your ideal customer profile (ICP). Let's kick off the process with some more general questions to get you focused. They're applicable if you're just starting out in business or if you're more experienced.

Answer these questions:



- **Who do you want to serve?** These will include people you enjoy working with, those you can relate to most, those for whom you have the complete solution to their challenges. For example, if you feel your experience and services would best suit women starting out in business, then part of your ICP will be female entrepreneurs.
- **Who do you NOT want to work with?** This is an equally legitimate question. After all, you can't work with everyone in the world, so you need to make choices. For example, if you offer an action-oriented coaching package, you don't want to attract those who aren't ready to do the work. Or, if you sell innovative storage solutions for modern homes, you don't want draw in people who are very traditional in their tastes. It makes sense for you to choose the people who are the best fit for your product or service.

ATTENTION:

This is only an excerpt from our full course Create Your Ideal Customer Profile. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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