



Who are my customers worksheet

WHO ARE MY CUSTOMERS? WHERE DO I FIND THEM? WHAT'S MY POINT OF DIFFERENCE?

Describe your ideal customer/client: _____

Age: _____ Sex: _____ Salary: _____

Marital status: _____ Parental status: _____

Hobbies _____

How do they like to purchase? _____

Desires: _____ Fears: _____

What are the problems they have that need to be solved? _____

Where can they be found? e.g. school gate, shopping centres, online, sporting events

What is their preferred communication style?

How will I speak to them?

What causes them pain & discomfort?

Do they need direction, want more energy, feel stuck, isolated, disconnected, lonely,

helpless, have low self-esteem, need more income? _____

Why will they choose me to help them? What's my point of difference?

My expertise? _____

My insights? _____

Who are my competitors? (what other choices your potential customers might have)

What makes me different? _____

Why should people choose me? _____

Own it.... I help people to: _____

My clients love me because: _____

