Our Ideal Customer / Constituent

In order to build a customer profile, we need to determine your ideal customer. This exercise involves choosing one person - one individual - to represent the whole of your client's customer group, and all marketing messages are directed at that person. There are three reasons why choosing one individual to represent all customers works well:

1.) If you can narrow communications so that you're just communicating to one person, it's much easier to communicate on a personal level, and your Brand Character and Personality will show through. This is a proven technique to avoid corporate-speak and create engaging copy and messages.

2.) Personal and engaging communication has a better chance of resonating with an individual consumer than with the masses, and if you can gain her as a customer, she may influence others to follow suit with word-of-mouth, referrals, and social media recommendations.

3.) When you get used to communicating to your Ideal Customer, it makes it easier for you to recognize your best customers and focus on them. As communication naturally becomes more targeted, it also makes it easier for your best customers to recognize you as being the best choice for them.

1. Age / Gender

2. Family situation: Married? Single? Kids?

3. Job description / Income level

4. Car he/she drives

5. Where he/she shops offline and online

6. Magazines he/she reads (online or offline)

7. Pressures/stresses he/she has

8. Goals he/she has for the future

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9. Needs the person may have that relates to your organization's services

10. How did (or will) this person find your organization?

11. What calls to action may interest them in your organization's marketing materials and website?

12. Circle the attributes and values that are most important to this person:

Time	Change	Peace and quiet
Sleep	Self-Help	Compliance
Convenience	Competition	Spirituality
Adventure	Action	Pragmatism
Public recognition	Formality	Privacy
Good karma	Learning	Connecting
Control	Cooperation	Independence
Love	Idealism	Teamwork
Openness	Safety	Predictability
Status	Money	Fun
Power	Efficiency	Exclusivity
Fitting In	Challenge	Exhilaration

13. Other attributes and values:

☆ Extra Credit! ☆

14. Persona Headshot

Cut out a believable photo and affix here to make this person more real to you

15. My name is:

_____

_____