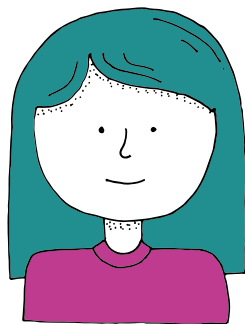


# YOUR IDEAL CUSTOMER PROFILE



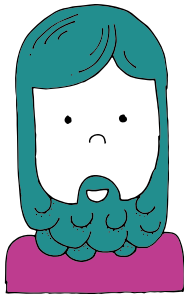
*find your people,  
make more sales*

# AN INTRODUCTION



## WHAT IS AN IDEAL CUSTOMER PROFILE? VTT

### WHAT GOES INTO AN IDEAL CUSTOMER PROFILE?



#### *Demographics*

##### *Social and economical characteristics:*

age  
gender  
income  
education  
location/city/country  
family  
occupation

#### *Psychographics*

##### *Attitudes, behaviors and aspirations:*

hobbies  
favorite movies  
favorite type of music,  
favorite book  
personal values  
favorite places  
travel wishes  
clothes/style  
favorite food/diet location:  
by the beach? CBD?  
etc...

*A customer profile is a semi fictional representation of who your ideal customer is.*

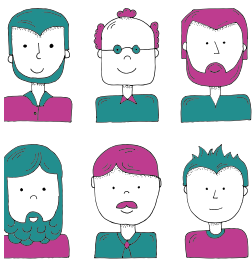
Your ideal customer profile or buyer persona is made of two main categories of information about your best potential customer:

- Demographics : how old are they? how much money are they making? where do they live? what do they do for a living? are they married? have kids? etc.
- Psychographics: what do they do for fun? where do they travel to? where do they wish they could on their next holiday? where do they shop? what do they do on their free time? what movies/shows/bands influence them? what do they wear? etc.

# AN INTRODUCTION

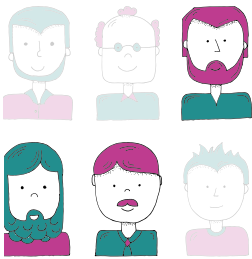
## THE "FOCUS ON ONE PERSON" RULE

### TARGET MARKET



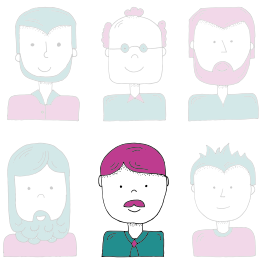
*"men living in a major american city, between 25 to 50-year-old, and earning between 55K and 70K a year"*

### NICHE MARKET



*{target market}*  
+  
*single with no kids || lives alone*  
+  
*vegetarian*

### IDEAL CUSTOMER



*{niche market}*  
+  
*works from home, loves craft beers, like to listen to classical music, and spends his weekends hanging out in art galleries*

*When defining who your ideal customer is, you have to focus on one person and one person only.*

The reason is that it forces you to go deeper into understanding your customers habits, preferences, and needs so you can serve them better.

In other words, you need to go deeper than the "demographics" level and really try to understand what moves that one ideal customer, what makes him/her tick.

That extra bit of information about your ideal customer behavior, attitudes, preferences, and values is what will make a big difference to your online shop and business in general.



# STEP 2 - WHO CARES?

## WHAT DESIRE OR PROBLEM ARE YOU ADDRESSING?

*To sell your products successfully, you need to satisfy a specific desire or solve a specific problem.*

If we take the dog bed example from the last page, it could be something like

Feature: Aluminium frame || Benefit: Very durable || Problem addressed: "I would love to invest in a beautiful dog bed, but my dog will chew it out in a day so it's not really worth it!!" -> Dog can't chew the bed as it's not made of fabric, plastic or wood.

From the list of benefits you wrote down on the previous page, write down what desires or problems you are addressing with your products. Why would anyone be interested in buying them? What are your target customers after?

## WHO HAS THIS DESIRE OR PROBLEM?

*What group of people are the most likely to have this problem or this desire?*

Once you know what problem your products is solving, you can start coming up with ideas of groups of people that might need this product.

Eg.: "Is it more families with a large breed dog living in a house with a garden? or more single young women living in an apartment in the city with a small dog?"

These are very different type of people even if they have the same problem!

Write down a list of possible groups of people that you think could have the problems or desires your products can address.

# 3 - FOCUS ON ONE PERSON

## IDEAL CUSTOMER PROFILE QUESTIONNAIRE

From the list of groups of people you came up with in the last exercise, pick ONE. I know it's hard because you might think that there's 2 groups of people that make perfect customers for your products. But you need to pick one. It is the only way you are going to be able to define an ideal customer for your online shop.

If you *really* feel that your product can appeal to two very different groups of people and wish to promote it to them equally, you can always do this exercise again and define a secondary ideal customer profile. My advice though? Stick to one! It doesn't mean you will repel the second group, but it will make your business decisions easier, your brand stronger, and more generally your marketing efforts more efficient.

When you're ready, answer these questions and use the template on the next page to come up with *your* ideal customer profile.

One last thing: name your fictional character and give them a "face". You can cut a picture from a magazine, or print a picture and glue it on! I know I know, it sounds soooo silly but it will help you really visualize your ideal customer. So anytime you have to come up with new content, a new product, a new social message, or anything else really... you can ask yourself the one and only question that truly matter in order to grow your shop: Will {insert name here} like this?

*{replace 'she' by 'he' if your ideal customer is a man}*

*What does she do for fun? does she have a passion or hobby?*

*Where does she spend her weekends?*

*What music does she listen to?*

*What's her favorite movie/book?*

*Who influences her/who does she look up to (artist, political leader, writer, actor, etc.) ?*

*What does she dream about? wish for?*

*What websites does she visit daily? weekly?*

*What magazines does she read?*

*Where does she spend her holidays? Where would she want to spend her holidays?*

*What are her personal values?*

*Whats does she eat (special diet?)*

*How does she get to work (car, bus, walk, work from home?) ?*

*What does she look like (hair, clothes, general style)?*

*Does she live in a house? an apartment? a farm?*

*Is she married? single? divorced? 2 kids? no kids? 1 kids? how old are they?*

*Write down anything that you feel can help you describe her with as many details as possible!*

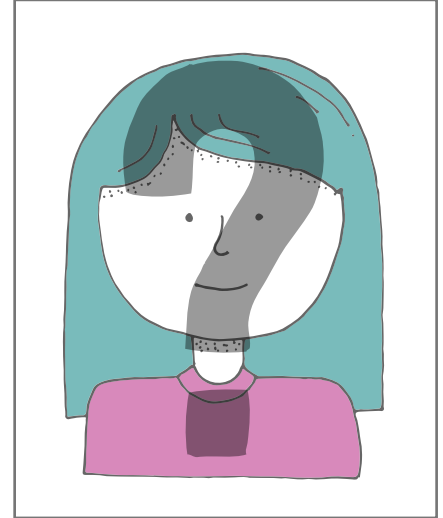
*Don't hold back!*

# IDEAL CUSTOMER PROFILE

**NAME:** .....

## DEMOGRAPHICS

*gender, income, age, location, education, family situation, etc.*



*find an image to cut  
and glue here* ↗

## BEHAVIOR + VALUES

*habits, skills, personal values, beliefs.*

## INTEREST + LIFESTYLE

*hobbies, favorite movies/music/book, influencers, clothes/style, food, travel plans, etc.*

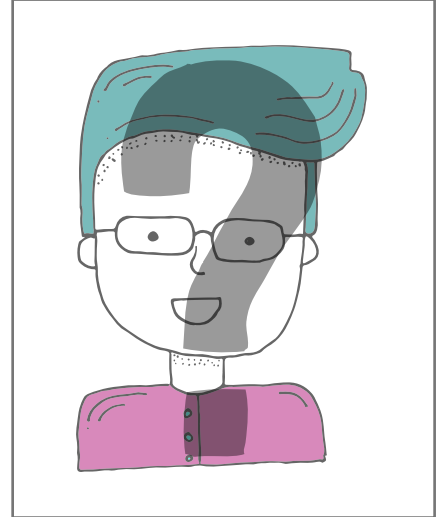
*online + offline: what does he read? where does he hang out?*

# IDEAL CUSTOMER PROFILE

NAME: .....

## DEMOGRAPHICS

*gender, income, age, location, education, family situation, etc.*



*find an image to cut  
and glue here* →

## BEHAVIOR + VALUES

*habits, skills, personal values, beliefs,*

## INTEREST + LIFESTYLE

*hobbies, favorite movies/music/book, influencers, clothes/style, food, travel plans, etc.*

*online + offline: what does he read? where does he hang out?*



# THE END

I hope this workbook helped in defining who your ideal customer is. If you run into any issues while going through the exercises, or if there is simply something that you do not understand, please feel free to ask me anything at [deb@tizzit.co](mailto:deb@tizzit.co)

I am always happy to help!

For more guides and resources to help you turn your handmade shop into a full time gig, access the resource library at [www.tizzit.co/resource-library](http://www.tizzit.co/resource-library)

The logo for TIZZIT features the word in a bold, sans-serif font. Each letter is filled with a different color: 'T' is red, 'I' is purple, 'Z' is teal, 'Z' is green, 'I' is blue, and 'T' is dark purple. The letters have a slight 3D effect with a white outline and a drop shadow.