



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

Kristen White

YOUR IDEAL CUSTOMER

The most effective marketing starts with a conversation between two people...you and your favorite customer. Let's look in detail at exactly who this person is and you will have a much clearer picture of your Market.

Please take a moment and picture the person you have enjoyed working with the most. This can be paid or unpaid. But who have you helped lately that left YOU feeling really energized.

Name that person here: _____

Great! Let's work with this individual. I want to know more about them:

Male/Female? _____

Age? _____

Married? Single? Divorced? _____

Kids? _____

Where do they live? _____

What do they do for work? _____

Education? _____

Hobbies? _____

Interests? _____

Describe their personality? _____



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Describe their dreams

What do they do for fun?

What do they really love?

What do they struggle with?

What is their biggest fear?

What is their strongest pain?

List their priorities to the best of your ability

What would be the most incredible even in the world to happen to this person?

What do you like the most about working with them?

How were you able to support them?

Why did you like them so much? Specifically?

If they wrote you a testimonial, what would it say?

Please write your customer's testimonial of your service here now?
