



BECOME YOUR IDEAL CUSTOMER'S BOSOM FRIEND

Ideal Customer.
Buyer persona.
Marketing persona.
Customer avatar.
Target market.

These phrases are used to describe the *fictional* representations of who you are selling to, or in other words, the individual most likely to buy from you because you are offering them what they want.

To succeed at attracting your ideal customers through advertising, marketing, you MUST clearly define who your ideal customer is.

To build credibility and trust quickly, you must understand your customers better than they understand themselves.

Developing insightful and data-driven Ideal Customer Avatars are the basis for your long term competitive advantage.

Having a Clear Understanding of Your Ideal Customer Will Help You:

- Know which social media platforms she is spending her time, which lets you know where your business should build a strong presence.
- Be more successful in your marketing/advertising. Your advertising money will be well-spent when you know where to advertise and who to target for maximum exposure.
- Have a better understanding of your customer's pain points, goals, and aspirations. This makes it easier to create ads/write blog posts/create videos/podcasts that attracts your Ideal Customer.

- Develop and create better products/services because you are able to anticipate your Ideal Customers' needs, behaviors, and concerns.

So, having a clearly defined avatar is important; the question is, "How do I create one?"

First, What if You Want/Have Multiple Ideal Customers?

There's nothing wrong with having multiple Ideal Customers. In fact, many entrepreneurs will have more than one Ideal Customer, especially if they offer more than one product or service.

The best way to define your Ideal Customer is to define them one at a time. I would suggest that you start with the customers that you believe will bring you the most profit.

Through this process, you may find yourself realizing that your business is too broad and that you tighten up your product/service offering in order to really develop your niche and position yourself to deliver your best to that market.

Not My Customers Avatars

Creating a "Not My Customer Avatar" can be as beneficial as creating your customer avatar. A Not My Customer Avatar is a generalized representation of the persona that you don't want as a client/customer (example: difficult clients, slow or non-paying clients, clients who aren't ready to make changes, etc.).

Also, having clarity on who you don't want as a client can make it easier to know who you do want as a client. For the Not My Customer Avatar, think of all the things you don't want in a customer. Think of personal characteristics and the reasons why they weren't a good fit for your product/service.

Ideal Customer Demographics

IC Demographics are the "dry facts" about your IC. The more details you provide here, the more information you can use to find this person using demographic tools such as Facebook's Audience Insights or targeting options in Google AdWords.

Ideal Customer Demographics Include the Following Subcategories:

1. General (Age, sex, marital status, employment, etc.)
2. Social Behavior (Where they hang out online, what clubs they belong to, etc.)
3. Objections (why they wouldn't buy from you).

Ideal Customer General Demographics

Is your IC male or female?

How old is your IC?

Is your IC married?

Does your IC have children?

Where does your IC live?

What is your IC's job title?

How much does your IC earn? What socioeconomic class are they a part of?

Is your IC self-employed? Have a job? A home-maker?

What is your IC's highest level of education?

Ideal Customer Social Behavior

These questions are important to answer so you can know exactly how you're going to reach your IC. It's not enough to say, "they're on Facebook." They *may* be on Facebook, but are they active on Facebook? Are they in groups? Do they follow certain pages?

When you know which magazine your IC reads, which conferences they attend, and which associations they're part of, you can usually reach them by advertising in the entities

associated newsletter. You have to know exactly how to reach your ideal clients so you won't waste money on every possible advertising platform.

What books or magazines does your IC read?

Which blogs, websites, or online forums does your IC frequent?

Which Reddit or Facebook communities is your IC a part of?

Which conferences does your IC attend?

Where does your IC spend the bulk of their time outside of work?

Which professional associations is your IC a part of?

Which activities does your IC enjoy and what interests do they have?

How do they live their day-to-day lives?

Ideal Customer Objections

Objections are important to know because they will help you to create a better sales process, eliminating objections as you are making the offer. This will also come in useful when we work on our sales process.

There are only three reasons why someone wouldn't want to purchase from you.

- 1) They don't have the money.
- 2) They legitimately don't want your service.
- 3) They don't *believe* your results will work for them.

You have to be able to articulate exactly why they should believe that your service will work for them. Was it because it worked for similar clients? Do you have testimonials to prove it?

Why would your IC *not* want to purchase from you?

Ideal Customer Psychographics

While Demographics describes the *facts* of your IC, Psychographics explains *why* they do what they do and *why* they buy. You can only effectively reach your IC when you are clear on both their demographics and psychographics. The combination of both sets of data starts to form your buyer persona – a detailed picture of the people you work with now, and would like to work with in the future. If you don't know HOW each of these things look and feel in the life of your ideal client, it's time to find out.

Psychographics include these 4 subcategories:

1. Personality (Introvert/Extrovert, Kind, Persistent, Confident etc.)
2. Values (Includes Attitudes, Values, Principles, Beliefs)
3. Their Desires (Includes: Hopes, Dreams, and Aspirations).
4. Their Fears (Includes Fears, Challenges and Pain Points).
5. Spending Habits

Ideal Customer Personality

What is your IC's personality like?

Ideal Customer's Values

What are your IC's Values, principles, and beliefs? Are they religious? Spiritual?

Ideal Customers Desires

What are your IC's Desires? What do they want more than anything? Also, why do they want what they want?

What is your IC's greatest desire? What do they want more than anything? Why do they want what they want?

What is the greatest opportunity your IC wants to take advantage of?

How will your IC feel when they have achieved what they want?

What is your IC's purpose for this time in her life?

Ideal Customer Fears

What are your IC's Fears? Challenges? Pain Points? What do they fear most of all? The answers to these questions will help you write your advertising and help you produce targeted content.

What is the greatest fear of your IC? What does that fear feel like in her daily life?

What are your IC's challenges? How do those challenges look and feel, in her daily life? Where are they stuck and what are their problems?

What are your IC's pain points?

Ideal Customer Spending Habits

When we know what basic motives drive our IC's buying decisions, it's a lot easier to make a sale. What would make it so that your IC will happily pay for your services? What product or service and what benefit does she value so much that she's willing to pay for it?

What are your IC's basic motives that drive buying decisions?

What value does your IC place on price, quality and design?

Does your IC follow a strict budget? Do they need to check with their spouse before buying?

Now that we have all the information about our IC, I'm going to give you your homework!

1. Go back and get clear on your branding.
2. Get more clarity on your IC.
3. Write a short story about them! This doesn't need to be longer than a page, but it is important to include as many of the demographics we have clarified above. This story should include their name, a picture, information, and a story. Imagine you are your IC and are journaling about the discovery of your product or service. What were they thinking *before* they bought your product? How were they *feeling*? *Why* were they feeling that way? What were

they looking for? What were they hoping to solve or accomplish? How did they find you or hear about you? How did they feel once they purchased your product or service.