



# WHO'S YOUR IDEAL CUSTOMER?

**EVALUATE WHO HAS BOUGHT THE MOST FROM YOU IN THE PAST ??**

**Time to Sterotype Your Audience:**

**CIRCLE ONE IN EACH CATEGORY**

AGE: 18-24 25-34 35-44 45-54 55-64 65+

GENDER: MALE \* FEMALE

**LOCATION:** \_\_\_\_\_

**ENTHNICITY:** AMERICAN INDIAN - ASIAN - BLACK - HISPANIC - WHITE - OTHER \_\_\_\_\_

**LANGAUAGES THEY SPEAK:** \_\_\_\_\_

**EDUCATION LEVEL:** ASSOCIATE DEGREE - COLLEGE GRAD - DOCTORATE DEGREE - IN COLLEGE - HIGH SCHOOL GRAD - IN GRAD SCHOOL - IN HIGH SCHOOL - MASTER'S DEGREE - OTHER

**MONTHLY INCOME:** LESS THAN \$1K - \$1K~\$5K - \$5K~\$10K - \$10K~\$20K - \$20K - \$50K~\$100K - OVER \$100K

**HOME OWNERSHIP:** FIRST TIME HOME BUYER ~ HOMEBUYER ~ RENTERS

**MARITAL STATUS:** SINGLE ~ MARRIED ~ DIVORCED ~ WIDOWED ~ ENGAGED

**ANNIVERSARY:** ANNIVERSARY WITHIN 30 DAYS ~ ANNIVERSARY WITHIN 31 - 60 DAYS  
NEWLY ENGAGED {1YR/6MO/3MO} - NEWLYWED {1YR/6MO/3MO}-

**BIRTHDAY MONTH:** JANUARY ~ FEBRUARY ~ MARCH ~ APRIL ~ MAY ~ JUNE  
JULY ~ AUGUST ~ SEPTEMBER ~ OCTOBER ~ NOVEMBER  
DECEMBER



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**CONTINUE TO STEROTYPE YOUR CUSTOMER:**

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**PARENTS:**

NEW PARENTS ~ ALL PARENTS ~ PARENTS W/PRESCHOOLERS ~ PARENTS W/ EARLY SCHOOL-AGE CHILDREN ~ PARENTS W/ PRETEENS ~ PARENTS W/ TEENAGERS PARENTS W/ TODDLERS PARENTS W/ ADULT CHILDREEN

**FAVORITE POLITICIANS:** \_\_\_\_\_

**POLTICS :** CONSERVATIVE ~ LIBERAL ~ MODERATE ~ VERY LIBERAL ~ VERY CONSERVATIVE

**WORKPLACE:** BEAUTY~BARBER~CARETAKING~CONSTRUCTION~COOK~DELEIVERY~DRIVER ELECTRICIAN~FARMER~FIRE FIGHTER~ NURSE ~SALON OFFICE ~POLICE RETAIL~SERVER~OTHER \_\_\_\_\_

**WHERE THEY HANG OUT:** BAR~CHURCH~CLUB~COFFEE SHOP ~MALL ~MUSEUM ~ONLINE SCHOOL~SPORTINGEVENT~RESTUARANT~OTHER \_\_\_\_\_

**WHERE WOULD YOU FIND THEM:** \_\_\_\_\_

**FAVORITE MUSIC GENRE:** ALETERNATIVE ~BLUESS~CLASSICAL~COUNTRY~DISCO~FUNK~HIP HOP~HOUSE~JAZZ~ORCHESTRA~POP~RAP~REGGAE~ROCK~SOUL TECHNO

**BOOKS THEY READ:** COMICS~FANTASY~DRAMA~HISTORY~HORROR~ROMANCE~POETRY~FICTION SCIENCE FICTION ~SELF-HELP~THRILLER~TRAVEL~NON-FICTION

**FAVORITE BOOKS:** \_\_\_\_\_

**EVENTS THEY GO TO:** ART FESTIVALS~ONCERTS~CONFERENCES~FILMS~NETWORKING PERFORMANCES~SEMINARS~SOCIAL~STAY AT HOME~WORK MEETINGS

**COMPETITORS:**  
\_\_\_\_\_  
\_\_\_\_\_



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**THINGS THEY BUY:**

BUSINESS ~ CLOTHING ~ FOOD/DRINK ~ HEALTH/BEAUTY ~ HOME/GARDEN  
HOUSEHOLD PRODUCTS ~ KID PRODUCTS ~ PET FOOD ~ SPORTS ~ SUBSCRIPTIONS  
OTHER: \_\_\_\_\_

**FAVORITE TV SHOW:**

AMERICAN HORROR STORY ~ CHOPPED ~ CSI ~ ENTOURAGE ~ FAMILY GUY  
FRIENDS GAME OF THRONES ~ GLEE ~ KEEPING UP W/ THE KARDASHIANS  
THE OFFICE MODERN FAMILY SEX AND THE CITY ~ SHARK TANK ~SUITS  
TOP GEAR ~ WALKING DEAD OTHER: \_\_\_\_\_

**PEOPLE THE FOLLOW:**

ATHLETES ~ ARTISTS ~ CELEBRITIES ~ INFLUENCERS ~ MUSICIANS  
OTHER: \_\_\_\_\_

**TYPE OF APP THEY USE:**

GAMES ~ SOCIAL NETWORKING ~ FINANCE /BANKING ~PRODUCTIVITY  
TRAVEL TRANSPORTATION ~ EDUCATION ~ SHOPPING SPORTS  
RELATED OTHER: \_\_\_\_\_

## TIME TO LOOK INTO YOUR SOCIAL PLATFORMS:

**FACEBOOK LIKERS:**

**INSTAGRAM FOLLOWERS:**

**YOUTUBE SUBSCRIBERS:**

**TWITTER FOLLOWERS:**

**EMAIL LIST:**

**MONTHLY WEBSITE VISTORS:**

**TEXT LIST:**

**YELP STARS OR REVIEWS:**



# WHO'S YOUR IDEAL CUSTOMER?

## WHAT PROBLEM ARE YOU SOLVING

WRITE YOUR PRODUCT/SERVICE:

IDENTIFY THEIR  
**3 GREATEST PAINS**  
STATE PROBLEM IN 1 SENTENCE

1

2

3

RELIEVE THEIR  
**3 GREATEST PAINS**  
SOLVE PROBLEM IN 1 SENTENCE

1

2

3