

*Who is Your Ideal
Customer & How Do
You Find Them?*

*Your Customer is
NOT Everyone*

*What Problem are
You Solving?*

*What Need are You
Fulfilling?*

Ideal Customer Avatar

- What is their name?
- Age?
- Occupation?
- Education level?
- Location?
- Gender?
- Style (clothes, hair, transport, music tastes)?
- What does their house look like?
- Are they single, married, children or not?
How old are their children?
- What are their hobbies and passions?
- What blogs, TV shows, and books do they read?
- What do they care about?
- What need of theirs are you fulfilling?
- What problem of theirs are you solving?



- Use this information to write an ideal customer avatar.
- Give them a name, find a photo to represent them.
- Whenever you write copy for your business – write directly to them.

*Who Buys What You
Sell?*

*Chase the Customer
You Want, or Change
to Fit the Customer
You Have*

*Do you Need to
Niche Down?*

*Speak to Your Ideal
Customer*



- Find your Authentic Voice (CT Podcast Ep 11)
- You must craft your customer communication to speak to your ideal customer

*Where Can You Find
Them?*

- Use the keywords they would search for in all your copy
- Google blogs they might read and pitch those/advertise there
- Use Facebook advertising
- Use hashtags on social media to connect with them
- Exhibit/sell at events or shops they would visit

Questions?

