



HOW TO DISCOVER YOUR IDEAL CUSTOMER



First - what is an Ideal Customer?

They are the person you want to work with - the person who will become a raving fan of your work!

Your Ideal Customer is NOT 'everyone' or 'anyone'.

- If you try to please everyone, you'll end up pleasing no-one.
- You want to attract your ideal customer/s, and repel (or at least, not interest) those who aren't.
- That said, you don't necessarily only have to have just 1 ideal customer (for example, Epheriell has 3!).
- Your ideal customer is also not set in stone - it can morph over time.



It's okay to say 'no'.

Sometimes, people who are NOT your ideal customer will want to do business with you - it's okay to say no.



So - how do you
figure out who your
Ideal Customer is?



You can either theorise, or
uncover who they are.

No sales or market experience?

Theorise.

Sales or market experience?

Uncover/discover.



5 Minute Activity

- I want you to write a brief 1-2 paragraph outline of who you think your Ideal Customer is without doing any research (*don't overthink it!*).
- Just base this off your thoughts about your business, and who you believe you're serving, and/or who you have been selling to.
- We'll come back to this at the end to see if you were on the right track!

What's the point of an Ideal Customer Avatar?

- Say you create 'Jenny' - your ideal customer.
- Having some sort of Ideal Customer Avatar helps you with all of your branding and marketing.
- It gives you someone to speak directly to.
- Every time you go to make a branding or marketing decision, you can ask 'would this appeal to Jenny'?



Theorise: Your Ideal Customer Avatar

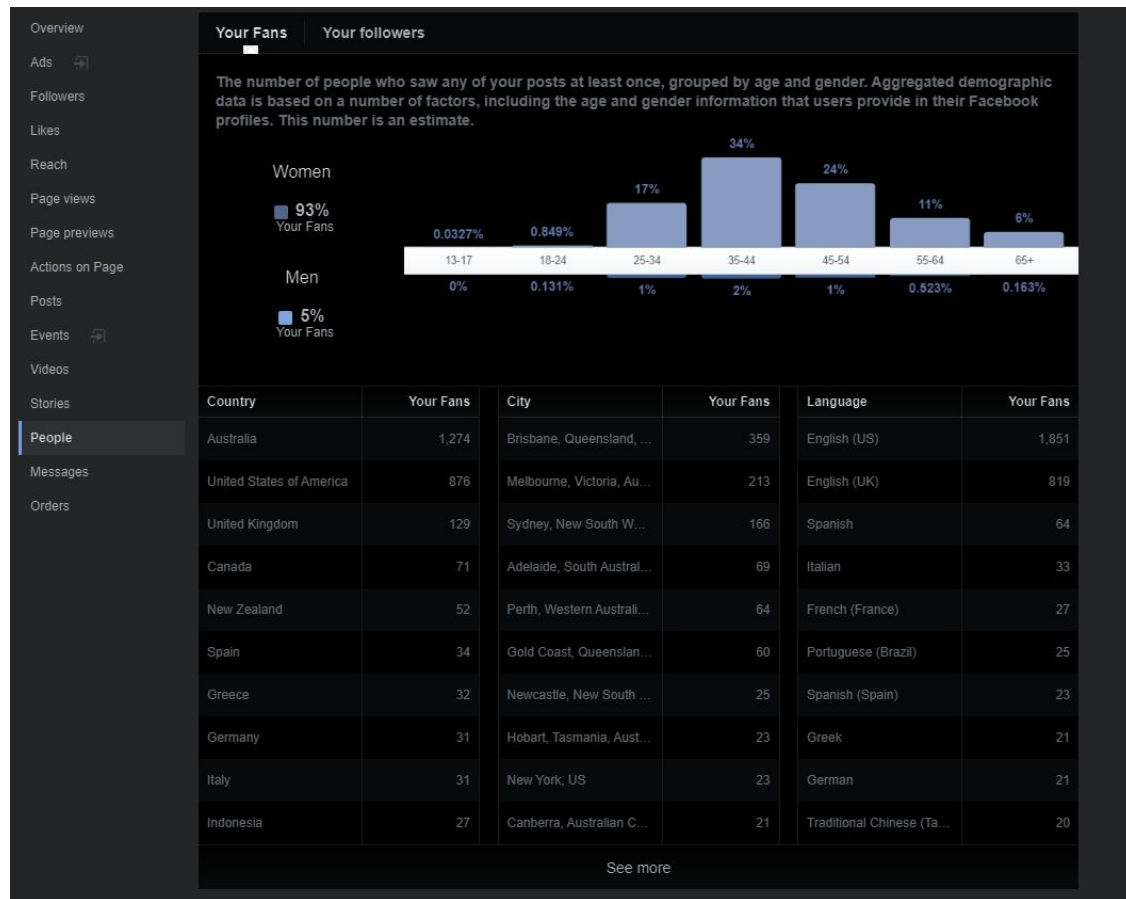
- What is their name/Age/Occupation/Education level/Location/Sex?
- Style (clothes, hair, transport, music tastes)?
- What does their house look like?
- What is their socioeconomic status/budget?
- Are they single, married, children or not? How old are their children?
- What are their hobbies and passions?
- What blogs, TV shows, and books do they read?
- What do they care about/what makes them happy?
- What forms of communication do they prefer?
- **What need of theirs are you fulfilling?**
- **What problem of theirs are you solving?**



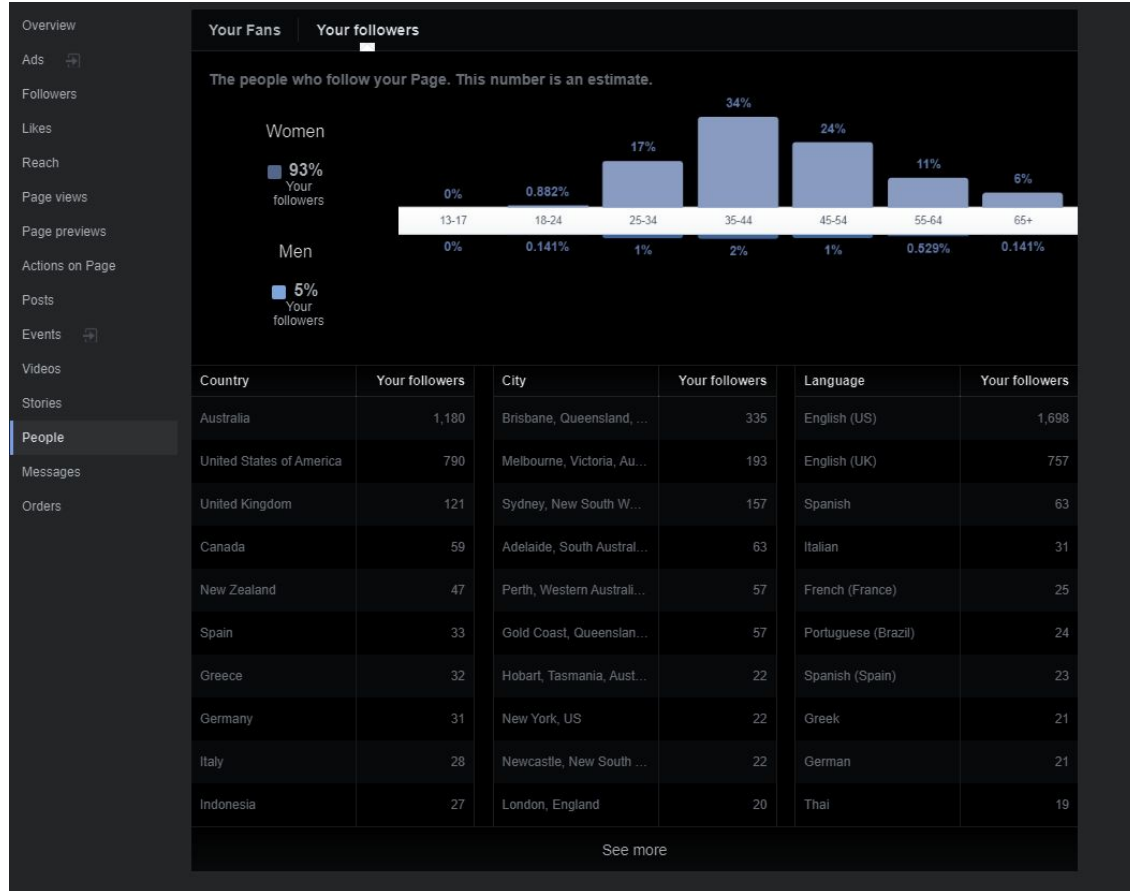
Uncover: Your Ideal Customer Avatar

- Who is already buying from you? What are their demographics/interests?
- Make note of observations of and conversations with customers (and non-customers) at markets.
- Analyse comments on your social media.
- Use feedback in messages from your customers (their stories, what they love, what they don't love).
- Who is leaving you reviews, and what are they saying?
- *Look at your social media 'insights'* - i.e. the demographics of your current fans.

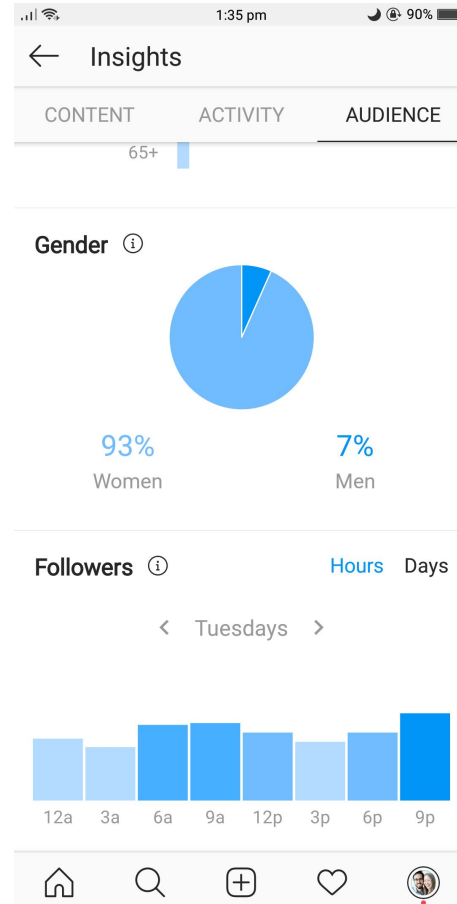
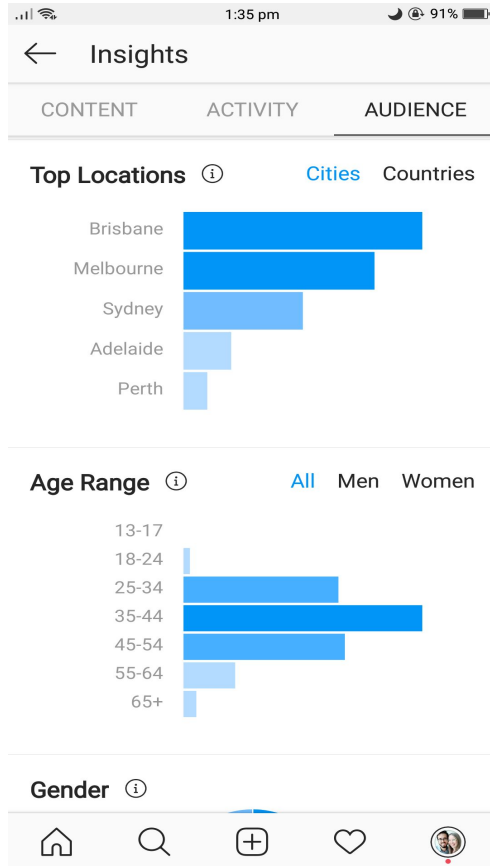
Facebook




Facebook



Instagram



Compare your Theory to your Discovery




- Is there significant overlap?
- Are there any surprises?
- Can you tweak your Ideal Customer based on what you've uncovered?



What if the two don't match?

You can either change your business to serve the customers you have, or you can work to entice the customers you WANT to serve.

Is your Ideal Customer too broad?



- Maybe you need to niche down your product offering.
- Remember: just because you aim to serve one type of customer, doesn't mean you won't get others that don't exactly fit the mould.



Where should you go
to connect with your
Ideal Customer?



Go where they are

- **This is why knowing who they are and what they care about matters.**
- You need to go to where they are - whether that's by marketing, advertising, SEO, venues, shops/shows etc.
- Use the keywords they would search for in all your copy
- Google blogs they might read and pitch those/advertise there
- Use Facebook/IG/Pinterest advertising
- Use hashtags on social media to connect with them
- Exhibit/sell at events or shops they would visit



5 Minute Activity

- **Expand/clarify your Ideal Customer Avatar (ICA) based on what you've discovered/uncovered.**
- Go look at your FB/IG stats and see if you've got their demographics right.
- Write down any questions you need to answer about them to expand your ICA

Further Resources

Workshops & Podcasts

- Podcast: [How to find your authentic voice.](#)
- Podcast: [How to advertise your business on a shoestring budget.](#)



THE POWER OF A PLANNING DAY