Customer Profiles Webinar 1 Worksheets



Who is your customer?

WHO ARE YOUR CUSTOMERS? WHAT DO THEY EXPECT? WHAT DO THEY NEED + WANT?

'Everyone is my customer' is one of the most limiting statements to driving growth. By knowing who your customer is, you can begin to craft your experience offering around them + their needs - truly connecting with them beyond just a single transaction.

| WHO ARE YOUR CUSTOMERS TODAY? List out everyone who you see as a customer today | Be as specific as you can + go beyond single word broad answers! |
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| WHO IS YOUR IDEAL CUSTOMER? | |

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L F EXERCISE 1.1

Customer Profiling Kickstarter

GO BEYOND THE CONFINES OF DEMOGRAPHICS TO GAIN A DEEPER LEVEL OF EMPATHY FOR WHO YOUR CUSTOMERS ARE

Whilst traditional methods of targeting your customers help to break the 'everyone's my customer' issue, it can be difficult to zero in on a target without a clear definition. Customer Profiles help you to (literally) put a face to a name + bring your range of customers to life. Done well, it becomes a short-hand for the decisions you make.

THE QUICK EDIT - THREE ELEMENTS

Choose the three people that represent the most revenue or activity, then build out from there. Be creative, but base it in truth. It might help to think through your customers, even close your eyes to help imagine them.

| NAME Choose a name that suits them + best fit. | BACKGROUND This is the narrative about them. Write it as if you were describing them to a friend at a party. | OBJECTIONS Write down the phrases they would say in relation to your type of offering |
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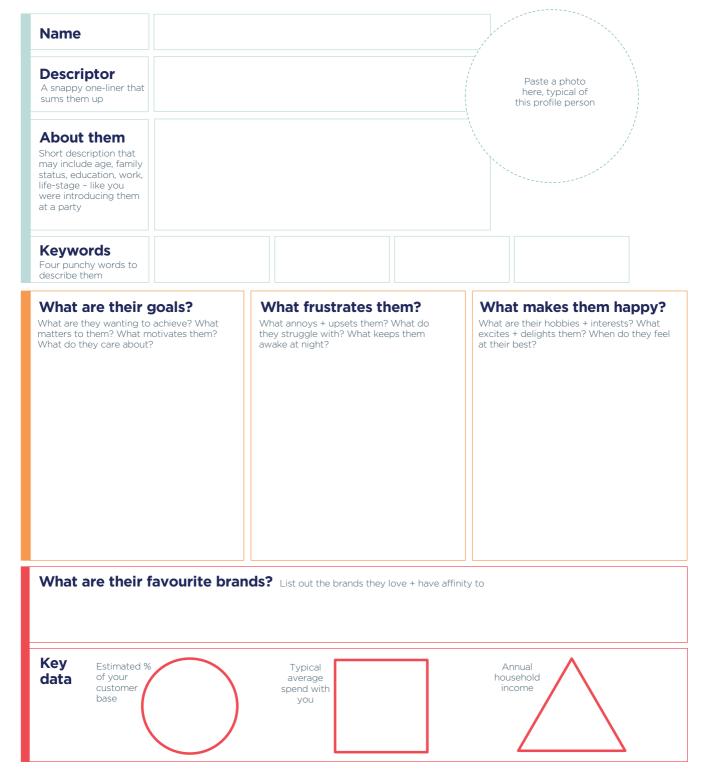
Kickstart your profiles

GAIN A DEEPER LEVEL OF EMPATHY FOR WHO YOUR CUSTOMERS ARE

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BUILD A PROFILE

Choose a person that represents the most revenue or activity, then build out from there. Be creative, but base it in truth. It might help to visualise your current customers, even close your eyes to get them clear in your mind.



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