

# Customer Profiles Webinar 1 Worksheets

CUSTOMER FRAME

*putting the heart back into business*



GREAT OCEAN ROAD  
REGIONAL TOURISM LIMITED

# 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!

### WHO IS YOUR IDEAL CUSTOMER?

# 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




# 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.

<b>Name</b>				
<b>Descriptor</b> A snappy one-liner that sums them up				
<b>About them</b> Short description that may include age, family status, education, work, life-stage - like you were introducing them at a party				
<b>Keywords</b> Four punchy words to describe them				
<b>What are their goals?</b> What are they wanting to achieve? What matters to them? What motivates them? What do they care about?	<b>What frustrates them?</b> What annoys + upsets them? What do they struggle with? What keeps them awake at night?	<b>What makes them happy?</b> What are their hobbies + interests? What excites + delights them? When do they feel at their best?		
<b>What are their favourite brands?</b> List out the brands they love + have affinity to				
<b>Key data</b>	Estimated % of your customer base 	Typical average spend with you 	Annual household income 	

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 Re-use this template to create multiple profiles. Ideally between 3 to 5 will help you to get ahead of the game