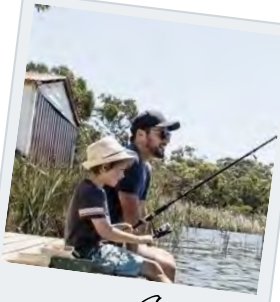
Customer Profiles Webinar 2 Worksheets

CUSTOMER FRAME

putting the heart back into business

GREAT OCEAN ROAD
REGIONAL TOURISM LIMITED

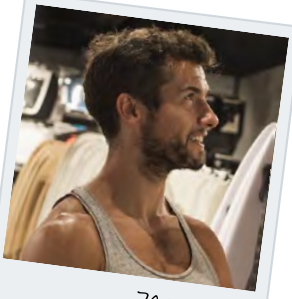
Jess



Cameron

Miriam

June



Matthew

Ashley

Jim

Cathy & Michael

Cynthia

Tim

VJ

Great Ocean Road

Matching Customer Profiles: Exercise

TAKE YOUR KNOWLEDGE + WORK FROM WEBINAR ONE TO PLAY MATCHMAKER FOR YOUR BUSINESS!

PART 1: WHICH PROFILES FIT FOR YOUR BUSINESS?

Given your knowledge of the profiles, rate using the **tick-dash-cross rating system** for how well each profile is matched to your business. Simply place the relevant mark in the box next to each profile. Then, once you're done, circle your top three matched profiles (hint: you'll need these for the next exercise!).

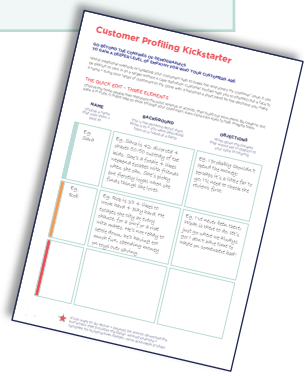
Matching legend			
✓ Good match – Sort of ✗ Not really		Matthew	-
Jess	-	Ashley	-
Cathy & Michael	-	Cynthia	-
Jim	-	Tim	-
Cameron	-	VJ	-
Miriam	-	June	-

★ Remember to circle the top three profiles relevant for your business

PART 2: REFER TO YOUR PREVIOUS WORKSHEET

In the first webinar you drafted + named three customer groups for your business (see example right). Refer back to your worksheet, get the names of those customers + match them as best you can with the profiles above. It doesn't need to be a perfect fit!

E.g. Your 'Sara' matches most closely with Greater Shepparton's 'Kate', so pop her name next to Kate's photo above.



Choosing Customer Profiles: Exercise

WITHIN THE SET OF GREATER SHEPPARTON CUSTOMER PROFILES, IT IS LIKELY THAT NOT ALL PROFILES WILL BE RELEVANT TO YOUR BUSINESS

Not all profiles will be relevant (or they may all be), but you will find that some are more important for you to focus on in your business, depending on your plans + aspirations. From the set of the region's profiles, choose the top three that resonate with you + your business. Use one sheet per profile.

GETTING FOCUSSED FOR YOUR BUSINESS

Outline the top three profiles that resonate the most for your business. Use a new page for each of your chosen profiles + follow the question prompts.

Profile Name

1 of 3

Why did you choose them?

What is it about this profile that resonates with you + your business?

What do you think they need?

Within the context of your product or service offering, what do you think they need from you?

What could you do in your business to meet these needs?

What could you add, improve or remove from what you do today to improve their customer experience?

What marketing messages will engage them?

Have a go at writing some marketing messages that you think will resonate for this profile!

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2 of 3

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