

Ideal Customer Assessment

Your Target Market or Ideal Customer is the customer who wants and needs your business most. They're the one you love to work with and the one who is going to help you get on the road to selling more. Unfortunately, figuring out who this is can be challenging. Here are few questions, that I use to help determine a businesses Ideal Customer.

+ WRITE DOWN IN ONE SENTENCE WHAT YOU SELL.

+ WRITE DOWN IN TWO SENTENCES AT LEAST ONE PROBLEM YOUR BUSINESS SOLVES FOR YOUR CUSTOMERS.

+ WRITE DOWN AT LEAST 3 REASONS THAT MAKE YOU DIFFERENT FROM YOUR COMPETITION

+ IF YOUR BUSINESS WERE A PERSON WHAT WOULD THEY BE LIKE? *INCLUDE PHYSICAL CHARACTERISTICS , PERSONALITY TRAITS, EDUCATION & SPECIAL SKILLS. BE AS DESCRIPTIVE AS POSSIBLE.*

+ WHO IS WILLING TO PAY YOU FOR THE WORK YOU DO?

+ DESCRIBE YOUR FAVORITE CUSTOMER & WHAT MADE THEM YOUR FAVORITE?

+ HOW DID YOU HELP THEM SOLVE THEIR PROBLEM? WHAT DID THE PROBLEM LOOK LIKE TO THEM?

+ DESCRIBE WHAT THE IDEAL SOLUTION WOULD BE LIKE FOR YOUR CUSTOMERS?