Ideal Customer Checklist

Are you able to clearly articulate exactly WHO you are selling to?

Lack of real customer understanding can cause many different problems in a business (see my blog "11 signs you don't understand your customers well enough" (link below)

Describing your customers in detail doesn't have to be a complicated exercise. Start by picturing your perfect customer: the person who's ideally matched to benefit most from your products and services. It might be a dream customer you've worked with before or a combination of a few people you know.

Have you got that perfect customer in mind? Then let's start...

> **"Ros immediately got to the real issue and incisively analysed what the problem was. Would I recommend her? Yes. Unqualified."**
>
> Edward Morris
> Founder and MD
> EP Morris and Company Ltd.

1. Attitudes

- What is their attitude to your industry, niche and/or particular area of expertise?
- What is their attitude to your product/service?
- What is their attitude to the alternatives to your product or service?
- What do they love about what you do/your industry?
- What do they dislike or resent about what you do/your industry?
- What's their values? What's important to them in the context of your offering?

2. Objections

- What is the impact of making a bad buying decision (with respect to your offering)?
- What if a customer uses your product/service, and you're not a good fit for them?
- What's the worst that could happen if they make the wrong choice?
- What questions will they likely ask about the product/service?
- What concerns or reservations might they have about your product/service?
- What might they think about your industry that isn't true? Are there any myths or preconceptions they may have?
- What reasons might they give for deciding not to purchase?

[1]rosconkie.com/blog/11-signs-you-dont-understand-your-customers-well-enough

3. Buying Habits

- How long might it take them to choose a product like yours (consider max and min, if it varies a lot)?
- How often do they buy (or think about buying) what you offer?
- How much time do they take to consider this decision to purchase from you? Starting from discovering your business for the first time to making a purchase?

4. Their influencers

- What is your buyer's role in the decision-making process (e.g. budget-holder, recommender, using the product themselves, gatekeeper etc.)?
- Who are their main influencers? Who else will they talk to about this buying decision?
- Who else might influence their decision? Who could veto the decision?
- Are there any key types of people or places your customer is likely to go to ask for recommendations?

5. Demographic and personal preferences

Lastly, and only if you can narrow it down without stereotyping, consider their demographic and preferences.

- Age, gender, occupation and/or job title
- Location
- Income and level of education
- Marital status/number and age of children
- Social media they use

- Newspapers/books/magazines they read
- Websites they visit and blogs they read
- Thought leaders they look up to
- Causes or charities they support
- Issues they are concerned about

Using your customer avatar

Once you have answered all these questions and created your customer avatar, you can then start formulating a targeted marketing strategy around this avatar and creating marketing messages that will resonate with them.

If you've struggled with any of the above questions and need some help, book a free Clarity Call at info.rosconkie.com/apply.

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