

KNOW YOUR TARGET MARKET



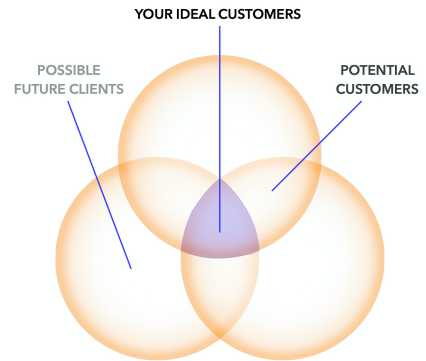
Precisely who is Your product or service for?

Who are you selling or offering your product or service to? Exactly who? Can you answer this question? It really does matter. The successful business owner knows their perfect customer and centres their entire engagement and marketing around them.

When you know all the factors that make up your ideal customer you have lots of reference points that you can always come back to. It is like the default setting.

If you are honed in so exactly to your ideal customer, catching others close by, or even some from far and wide will happen naturally for you.

The pale orange areas represent your widest possible audience



For example, it might be quite easy if you make children's winter woolly hats; you have a starting point - children - of a certain age group - family background - boy, girl or both? But what if you sell birthday cards? Everyone has a birthday, so you are going to need to hone this down to a more specific niche. If it isn't obvious, this is how you can do it.

I have a strand of my business that sells *personalised birthday posters* and I went through this exact process to find my ideal customer ...

1

Features and Benefits

Make a list in table form of all the features your product or service has and match with the benefits each feature offers

| FEATURES | BENEFITS |
|----------|----------|
| _____ | _____ |
| _____ | _____ |

2

Who Cares? Problems / Desires

Write down a list of any groups of people who through their problems and desires could possibly have the need for the benefits your product or service offers.

Be thorough.

3

Make a list of Relatable Questions

(something like this list I made for my ideal customer)

- What does she do for fun/passion or hobby?
- What music does she listen to?
- What's her favorite movie/book?
- Who influences her/who does she look up to (artist, political leader, writer, actor, etc.)?
- What does she dream about/wish for?
- What websites does she visit daily? Weekly?
- What magazines does she read?
- Where does she spend her holidays? Where would she want to spend her holidays?
- What are her personal values?
- What does she eat (special diet)?
- How does she get to work (car, bus, walk, work from home)?
- What does she look like (hair, clothes, general style)?
- Does she live in a house? an apartment? a farm?
- Is she married? single? divorced? 2 kids? no kids? 1 kid? How old are they?

MEET CHLOE JOHNSON (My ideal customer for my birthday poster business)

DOB. 10.10.83. Abbingdon, Oxfordshire UK

DEMOGRAPHICS

Gender, income, age, location, education family situation etc.

Female, employed as a charity admin officer 20K PA.

Married to James (41), two children, Thomas 13 and Olivia 10.

Education: One A-Level in Sociology, then left to complete an NVQ in hairdressing and attended college before beginning charity work in her early twenties.

At first a volunteer as additional passtime, now she is a career- driven manager.

Busy llifestyle, as hubby works long hours, sometimes away from home.

Combined family income is around 60K

No huge debts, sizeable mortgage on their rural property on the outskirts of Oxford.



BEHAVIOUR & VALUES

Habits, skills, personal values, beliefs

- Puts family first. Won't suffer fools, but always makes time for people that she cares for
- High level of social intelligence - reads people well. Finds it easy to socialise - lots of friends
- A good mediator, never falls out with friends or colleagues
- Rises early, sometimes struggles with sleep but generally healthy, hates to be off work
- Open-minded, always interested in new ideas. Open to the unexpected or the 'unknown'
- Creative way of thinking, has good ideas both for home in terms of design etc. and work in terms of new initiatives.
- Good leader of people. No fixed religious beliefs but has personal faith and believes in others.

INTERESTS & LIFESTYLE

Hobbies, favourite music/film/book, influencers, clothing style, food, travel plans etc.

- Wide taste in music from The Killers to Elton John, but not up on old music very much.
- Likes driving to visit people. Always includes her children when she can.
- Loves holidays, goes abroad every year to visit interesting places particularly in Europe
- New quirky 'fads' always grab her interest, but she makes clear decisions about what she will stick with
- House is always immaculae ... home decor is a consistent ongoing hobby

Online/ offline ... what does she read, take notice of? Where does she hang out?

- Favourite book is Harry Potter; Goblet of Fire, but likes to occasionally read romance.
- Meets her girlfriends in groups, has a number of male work colleagues she is comfortable with.
- Follows travel blog posts, and facebook groups. She uses Pinterest and Instagram for unusual gifts,trends ... things for the home etc.
- A big celebrator of birthdays an events. Puts in a lot of effort and gets involved whenever she can.

Chloe is of course completely made up, and everything about her, including the profile picture. She certainly helped me. Be specific about your target market, get to know your ideal customer and you will find lots of things you can then aim your marketing towards.

You can have an ideal customers for more than one target sector if you are a wide business and can market to each of them seperately. Just take the time to drill down deep and do the work.