



## Who is your customer?

**Remember:** An audience of 'everyone' is not a strategy for success it is a recipe for failure.

One of the most important early lessons you can learn in branding is that your audience is not who you think they are!

### **So who is your customer / your audience and how do you define them?**

**Important note:** Don't just write down whom you would like them to be, do that and you risk starting your business based on wishful thinking. Be very honest with yourself.

**Here is a list of questions to ask yourself about your customer** (inevitably some of your answers will be assumptions depending on where you are with your business)

1. **Define your core audience** (where the money is)
  - What 5 – 15 year age range is your existing core customer in (if you already have a business?)
  - What 5 – 15 year age range is your ideal customer in?
  - What is their gender make up?
  - What is their approx income profile?
  - What are they interested in?
  - Ethnic type (if appropriate)
  - Are they price critical?



- Location

2. **What do they want?**

- Define why would they would be interested in your product
- What motivates them to buy?
- Where online do they mostly hang out? Is it Twitter, Facebook, Pinterest, Instagram etc. This will vary according to your customer profile.

3. **What do you do best?**

- Describe your business in 5 – 10 words (no more)
- Define your key message in 5- 10 words (no more)
- Define your long term goal 5- 10 words (no more)
- Define your primary audience group
- Define your secondary audience group
- Define your wider audience

Note: Refer to the attached worksheet to answer and fill in the questions.