



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?