



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.