

## YOUR CUSTOMER

You are going to choose a REAL PERSON as your ideal customer. Someone you know *or know about* – the person you MOST want to see using your product or service.

What's the name of your real-life "ideal customer" with 3-5 descriptors -- including gender, age, location (be specific)?

Occupation / Profession? Level of job? (exec, entry level, VP)

Single, Married? Kids?

Education Level? If applicable...Where did they go to school and what did they study?

What life-stage are they in? post-college, newly married and nesting, empty nester, mid-life?

Are they tech-savvy?

Where do the "hang out" online and in real life?

When it comes to your niche, what is their biggest pain point?

How would you describe how they feel on a daily basis?

Description of what they want (result):

Next, review the above and write down the 5 MOST important words in your niche. Meaning, if your client's pain point is feeling overwhelmed by too many choices, one of your words would be overwhelmed. Or...if they feel "exposed" or "embarrassed to show skin" while breastfeeding in public, you would choose those words.

The point is to understand the internal dialogue that's going on in your ideal client's head so you can address the problem and help them with it. These "important words" will be used in your marketing to get their attention.

Write down the 5 MOST important words in your niche.

1.

2.

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3.

4.

5.

NOTES:

*Perfect is Good But DONE is Better...*

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