

W O R K B O O K

# Identify Your Customer



SOWBO.ORG

# Why this information matters & how to use it for business - Part 1

## DEMOGRAPHICS

The demographics of your ideal client and target audience are utilized in several places of your business. The most important area **it is used is in advertisement such as Facebook & Google Ad Sets**. Also, it is important **for your graphic designer or branding agent** to know the demographics of the target audience when developing a brand that attracts them. *For example, you would not utilize hot pink "girl power" messaging for a male client looking to hire an attorney. Understanding the basics of your client is necessary for basic marketing.*

## DESIRES & WANTS

Understanding your customer's deepest wants and secret desires will **help you to truly connect through messaging on a sales page or live pitch**. Consider existing clients when answering this section as it will give you real words rather than assumed words. This understanding also **helps you to create products or services that ultimately get your client to where they desire to be**. *For example, if your client desires a peaceful home then you can explain how your product contributes to their deepest desires of a peaceful home environment.*

## FEARS & FRUSTRATIONS

By identifying their deepest fears and frustrations around the product/service you offer - you will be able to **connect with your customer through messaging on a traditional sales page on your website or live pitch**. This also helps when formulating your **Unique Value Proposition** and contributes to the thoughts on **common objections made by your ideal customer**. Once this identified, you'll be able to say, "No longer fear \_\_\_\_\_ or feel frustrated by \_\_\_\_\_! We've got the solution for you." This messaging is vital to conversion.

## ONLINE HABITS

Your customer's online habits will help you to identify **where to advertise online, what social media platforms to focus on, what content to post** that correlates to what they're interested in, **which influencers to hire**, and even **who to have as a guest on your platform**. Identifying online habits is **key to saving time in marketing**. This step is just as crucial as all the other steps for successful marketing. *Do not skip this one!*

# Why this information matters & how to use it for business - Part 2

## WHO INFLUENCES THEM

By identifying who influences your ideal customer, you will be able to **strategize better and more cost-effective marketing plans**. From a content marketing standpoint, *you can use quotes from their favorite authors to attract them to your social media. You will know where to network, which organizations to sponsor, where to run radio ads, and even which conferences you should attend.* By knowing this information **you are able to get in front of them in a strategic way. This is a SMART move.**

## IDENTIFY THE PROBLEM

By clearly identifying your customer's problem, you will be able to **effectively address the solution**. Business ownership is all about solving problems... we offer solutions to problems every single day. BUT... *if you're not clear on which problems you're solving for your client... you may end up offering a product/service they don't truly need... which would result in wasted time & effort.* **Understanding the problem directly helps you understand the pain point of your ideal customer and then formulates your Unique Value Proposition.**

## BEFORE & AFTER TRANSFORMATIONS

If current messaging is not converting your ideal customer into a sale, then you've most likely missed this. Meaning, you haven't accurately portrayed their "before" state and "after" state. Marketing is all about telling your ideal customer that you have the solution to their problem. You do this by **telling them that you understand how they feel, what they are thinking, & what they are currently experiencing**. Then, you offer them a solution (your product) and explain how they'll feel/think/have afterwards. **It's the transformation.**

## PURCHASE HABITS

By identifying and considering your ideal customer's purchase habits, you'll be able to **negate any possible hesitation they may have in buying your product**. You will also be able to **identify your strategic alliances** (referral partners), **know how much value they expect** in the purchase, & **ensure you've got the right amount of credibility** that they look for before making the purchase decision. Without understanding purchase habits, you are shooting in the dark and living on a prayer. *Converting sales will become easier once this info is identified.*

# Overview

## DEMOGRAPHICS

AGE RANGE

MALE AND/OR FEMALE

RACE / ETHNICITY

WHERE DO THEY LIVE?

EDUCATION LEVEL

CAREER INDUSTRY

JOB TITLE

HOUSEHOLD INCOME

RELATIONSHIP / MARITAL STATUS

CHILDREN / GRANDCHILDREN

## VALUES

WHAT ARE THEIR PERSONAL VALUES? WHAT IS IMPORTANT TO THEM?

## LIFESTYLE

WHAT DO THEY DO IN THEIR SPARE TIME? FOR FUN?

# Desires & Fears

WHAT DO THEY WANT IN LIFE?    WHAT ARE THEIR SECRET DESIRES?

WHAT ARE THEIR GOALS? (BOTH PERSONAL & PROFESSIONAL)

WHAT ARE THEIR GREATEST FEARS?

WHAT ARE THEIR CURRENT FRUSTRATIONS?

# Online *Habits*

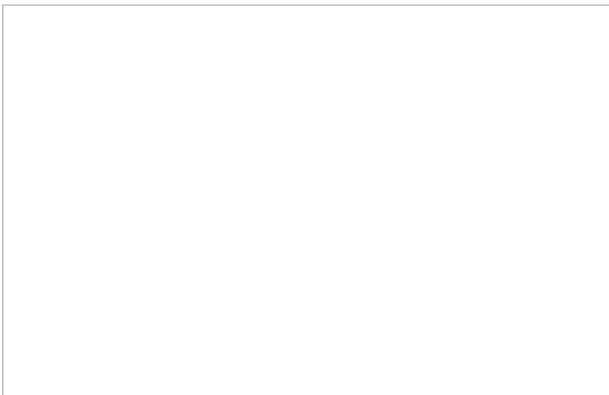
WHAT WEBSITES ARE THEY  
FREQUENTLY VISITING?

A large, empty rectangular box with a thin black border, intended for handwritten notes about frequently visited websites.

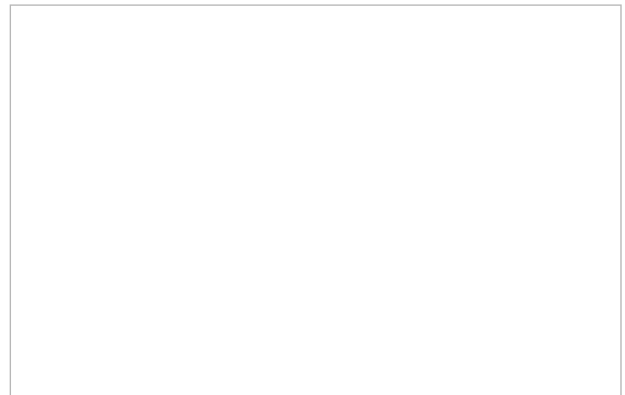
WHAT ONLINE MEMBERSHIPS ARE  
THEY PAYING FOR?

A large, empty rectangular box with a thin black border, intended for handwritten notes about online memberships being paid for.

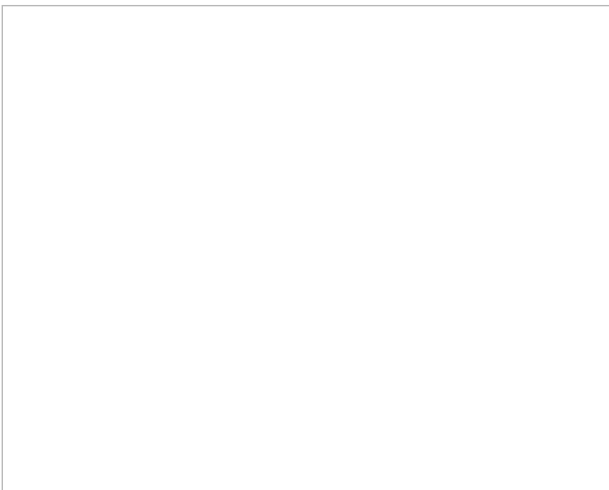
WHAT PODCASTS & CLUBHOUSE  
SESSIONS ARE THEY LISTENING TO?

A large, empty rectangular box with a thin black border, intended for handwritten notes about podcasts and Clubhouse sessions.

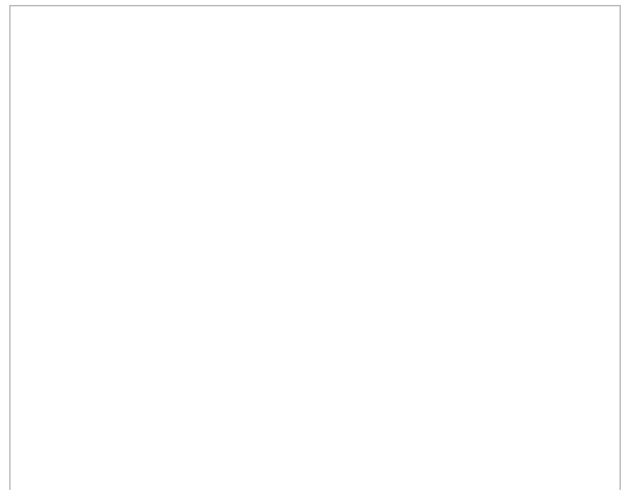
WHAT SOCIAL MEDIA PLATFORMS ARE  
THEY USING FOR PERSONAL USE?

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WHAT DIGITAL TOOLS ARE THEY  
CURRENTLY USING?

A large, empty rectangular box with a thin black border, intended for handwritten notes about digital tools currently in use.

WHAT SOCIAL MEDIA PLATFORMS ARE  
THEY USING FOR PROFESSIONAL USE?

A large, empty rectangular box with a thin black border, intended for handwritten notes about social media platforms used for professional purposes.

# Who *influences* them?

WHO INSPIRES THEM?

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WHAT ASSOCIATIONS, GROUPS, OR ORGANIZATIONS ARE THEY APART OF?

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WHAT CONFERENCES DO THEY ATTEND?

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WHAT BOOKS DO THEY READ?

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WHAT INFLUENCERS DO THEY FOLLOW?

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# Identify the *Problem*

## WHAT IS THE PROBLEM?

WHAT PROBLEM DOES YOUR IDEAL CUSTOMER HAVE? SPECIFICALLY... WHAT PROBLEM DO THEY HAVE THAT YOU ARE SOLVING FOR THEM?

## HOW DO THEY DISCOVER THIS PROBLEM?

HOW DO THEY COME TO KNOW OF THIS PROBLEM?

## WHAT LEADS THEM TO YOU AS THE SOLUTION TO THIS PROBLEM? OR HOW ARE THEY FINDING YOU?

### WHO DO THEY SEEK ADVICE FROM ON THIS PROBLEM

### WHERE DO THEY SEARCH FOR SOLUTIONS?



# Before & After

## Feel

HOW DO THEY FEEL **BEFORE** BUYING YOUR PRODUCT/SERVICE?

HOW DO THEY FEEL **AFTER** BUYING YOUR PRODUCT/SERVICE?

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## Think

HOW DO THEY THINK **BEFORE** BUYING YOUR PRODUCT/SERVICE?

HOW DO THEY THINK **AFTER** BUYING YOUR PRODUCT/SERVICE?

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## Have

WHAT DO THEY HAVE **BEFORE** BUYING YOUR PRODUCT/SERVICE?

WHAT DO THEY HAVE **AFTER** BUYING YOUR PRODUCT/SERVICE?

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# Purchase *Habits*

PURCHASE BEHAVIOR	IDEAL CLIENT
<p><b>WHAT ELSE ARE THEY SPENDING MONEY ON?</b> (WHO HAVE THEY HIRED / WHAT PRODUCTS HAVE THEY PURCHASED?)</p>	
<p><b>WHAT ARE COMMON OBJECTIONS DO THEY HAVE TO MAKING A PURCHASE?</b></p>	
<p><b>WHAT WOULD MAKE THEM HESITANT TO PURCHASE?</b></p>	
<p><b>WHAT METHODS DO THEY USE TO QUALIFY A COMPANY BEFORE ENGAGING?</b> (REFERRALS, REVIEWS, ETC)</p>	
<p><b>WHAT VALUES ARE THEY LOOKING FOR IN A COMPANY?</b></p>	
<p><b>WHAT IS THEIR MONEY MINDSET?</b> FRUGAL, SCARCITY, LAVISH, TAKES MONEY TO MAKE MONEY, ETC.</p>	
<p><b>WHAT IS THEIR VALUE TO PURCHASE RATIO?</b> (DO THEY NEED IT TO BE A DEAL? OR DO THEY SEE A VALUE THAT IS EQUAL TO PRICE?)</p>	
<p><b>WHAT TIMEFRAME DO THEY EXPECT?</b> (URGENT, QUICK, IMMEDIATE, 3-WEEKS, ETC)</p>	
<p><b>DO THEY IDENTIFY YOUR PRODUCT/SERVICE AS A NEED?</b></p>	
<p><b>DO THEY HAVE THE FULL AUTHORITY TO MAKE A PURCHASE DECISION?</b> IF NOT, WHO DOES? IS THERE SOMEONE WHO ASSISTS IN DECISIONS?</p>	

# Your *High-Level* Marketing Plan

## VALUE PROPOSITION STATEMENT

My \_\_\_\_\_ helps \_\_\_\_\_ who wants  
*product/service* *ideal customer*

to \_\_\_\_\_ by \_\_\_\_\_ and  
*desire/wants* *verb & "before" state*

\_\_\_\_\_.  
*verb & "after" state*

## WHAT PLATFORMS WILL YOU PRODUCE CONTENT ON?

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

## WHAT INFLUENCERS WILL YOU CONNECT WITH?

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

## WHERE WILL YOU ADVERTISE?

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

# Transformations

FROM	TO
<i>Before State of Customer</i>	<i>After State of Customer</i>

## TRANSFORMATION STATEMENTS

Write transformation statements for your customers. Consider how they feel, what they think, and what they have both before and after they purchase your product/service. Use the space above to jot down your thoughts. Then, provide this to your copywriter to form sales copy for your website. These transformation statements help convert your ideal client into an actual customer.

# Notes



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