



## DEFINING YOUR IDEAL CUSTOMER

### Defining Your Ideal Customer & Setting Your Online Marketing Targets

Just for a moment imagine how much easier it would be to bring in new clients whenever you wanted – if you had thousands of hot prospects dying to hear about your new products or services. Imagine how easy it would be for your website to generate new customers – if you had a list of organisations and companies who were already clued in on the benefits of doing business with you. Imagine marketing on social media, sending an email, posting a letter or making a phone call to thousands of prospective buyers – then watching the sales food in. Establishing the foundation for your business is what building your profile is all about, a profile which attracts thousands to your website that convert to profits and ongoing clients. When you implement these systems that consistently drive new leads into your business and educate them about your products and services, your ability to close more sales goes up exponentially. In fact, it's one of the most vital steps you'll ever undertake—second only to selling products and services to your existing clients. And while this step helps to generate immediate customers - for most business it's also the activity that get's the least amount of focus.

In this template, we'll be working side-by-side to clearly identify who your ideal customers is, and where you are going to find them cost effectively.

### Define your ideal customer; unlocking the key to your business success.

Determining who you ideal prospect for any business is at the heart of its success and although it's never truly given the attention it deserves this key activity is at the core of what builds your business profile into a brand that is recognizable by industry leaders and prospective customers. It is what you become known for. It set's the context for prospects and the media to engage with you and it allows you to charge more for your products and services because of your clear positioning and strong market message.

### EXERCISE

**Name product/service you plan to sell.** *Focus on your most expensive offering within your Ascension Marketing Model as you will need to market your lower cost and entry products and services to this same 'type' of prospect.*

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**My ideal customer is** *(circle each main and sub-category where relevant);*

Consumer (70 male, 30% Female wealthy baby becomes low income earner)

Small Business (service, professional, retailer, manufacturing, other \_\_\_\_\_)

Corporation (Selling direct to consumers, selling via distributors)

Government (contacts, in-house training programs, other \_\_\_\_\_)

Not-for-profit / Charity (health services, arts, grants, environmental, business, other \_\_\_\_\_)

**What level of education must they have in order to purchase from you (if relevant)?** *For example, are they already educated on the benefits of your product/service, or must they become educated before they can purchase ?*



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**What are the 10 Challenges they are currently experiencing right now in relation to the subject you specialize in?** (This information will be leveraged in your marketing material at a later date to demonstrate that you truly understand their needs.)

- eg. 1. Home buyers -> potentially losing homes  
2. It's beyond them, out of their comfort zone

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**What are the top 10 outcomes they must obtain to tell their personal networks about your business and create virality?** i.e. lose 10kgs, look 5 years younger, achieve double digit business growth, grow their database, sell more products/services increase conversion rates by 30%, feel healthier, have more energy etc. Be as specific as possible. People buy because they have an actual 'outcome' they would like to achieve.

- eg. 1. Financial Security  
2. Educated about the financial risks.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Which solutions would they typically seek and whom from to help overcome their challenges?** i.e. would they go to the doctor to learn how to sleep better or de-stress? Go to a business consultant? Talk to their friends first?

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This worksheet is an exert taken from **The Agent of Influence Academy: The Online Business Academy for Entrepreneurial Game Changers**. For more information on joining the Academy and to get access to the full template [click here](#).