

Ideal Customer Profile Worksheet

It's easy to know what to say and how to say it when you know your ideal customer like you know your best friend. When that happens:

- Your ideal customer sees your marketing and says, “I feel like you’re speaking directly to me”
- Knowing your ideal customer’s current challenges inspires you to create the exact solutions they need — and will pay for
- Your perfect customer sees your offer and says, “This solution was tailor-made for me”

Suddenly, *sales* and *marketing* feel more like *servicing* and *helping* — you don’t need to convince your ideal customer to invest in your solution — they’re already convinced.

Ready? Go to the next page and start using this worksheet to get to know who you want to serve with your online business.

Keep learning:

For more on finding your ideal customer, read:

[Wake Up! Create an Eye-opening Ideal Customer Profile Today](#)

[Your Marketing Elimination Diet: How to Lose the Dead Weight and Find Your Best Customers Now](#)

[Shake It Baby, Shake It for Real Good Marketing!](#)

Ideal Customer Profile Worksheet



The truth is, finding your ideal customer is as much about eliminating the customers you don't want to serve as it is about finding the ones you do.

Sometimes it's easier to start with a "backward" approach to describing your target market. Start by thinking about who you don't want to serve first.

You can base this on people you've worked with in the past who have been difficult, who haven't appreciated what you do, who have complained about your prices, who you simply haven't enjoyed serving. Don't be shy — no one will see this and it's important to identify what you want to avoid.

Ideal Customer Profile Worksheet



Now, what kind of customers would you love to work with? How would that person inspire you? Think about things like:

- Their mindset: Why does your solution matter to them?
- Their attitude: How much do they value what you bring to the table?
- Their awareness level: A truly “ideal” customer needs what you offer, knows that they need it, and can afford to pay for your solution. All three matter.

Ideal Customer Profile Worksheet



Describe externally

In this section, please describe external — perhaps superficial — aspects of the population groups your customer belongs to. We can't paint groups with a broad brush. Stereotypes are meaningless. But in case your offer specifically serves some aspect you'll mention below, it's important to list it.



Describe internally

Think about the daily life of your ideal customer. How do they spend their time? Consider them from the inside out. Answer these questions:

- What media do they consume?
- What do they aspire to become?
- How do they spend their free time?
- Why do they need your solution?

Ideal Customer Profile Worksheet



Let's take everything you've learned and create a description of your ideal customer using your own words.

Start with Step 3 information (external descriptors).

[NAME] is a [X]-year old [GENDER]. [NAME] has attended [EDUCATION LEVEL].

_____ is a _____-year old _____.

_____ has attended _____

_____.

Add Step 4 information (internal descriptors).

[NAME] is an avid fan of [MEDIA] and enjoys spending time on [HOBBY]. They would love to someday [WHO THEY ASPIRE TO BECOME]. They have [SPECIFIC CHALLENGE THAT NEEDS YOUR SOLUTION].

_____ is an avid fan of _____ and
enjoys spending time on _____.

They would love to someday _____.

They have _____

_____.

Ideal Customer Profile Worksheet

Finally, add Step 2 information.

[NAME]'s mindset is that [WHY YOUR SOLUTION MATTERS]. They value my offer because it helps them [HOW THEY BENEFIT FROM YOUR OFFER].

_____ 's mindset is that _____
_____.

They value my offer because it helps them _____
_____.

What did you learn about your ideal customer by doing this exercise?