



Cheat Sheet

Target Fixation :

5 Steps to Create – and Market to – Your Ideal Customer Profile

Full article:

<http://www.marketingforowners.com/target-fixation-5-steps-create-market-ideal-customer-profile/>

1. What to understand about your customer:

- Demographics
- Psychographics

2. 5 Basic Steps

- **Step One : Look To Your Current Customer Base**
 - What do you know about them?
 - **Create a spreadsheet** and compare them side by side
 - **Identify themes and similarities** including:
 - Gender
 - Age Range
 - Location
 - How they found you
 - How frequently they buy from you
 - Average order
- **Step Two : Survey Your Customers**
 - **Send out a survey** and **promise something** in return
 - Questions you could ask:
 - Their salary range
 - Their ethnicity

- Their marital status
 - What they do for a living, if they work at all
 - What do they (and their family members) like to do for fun
 - Why did they purchase from you?
 - What problem did your product or service help them solve?
 - Would they recommend you to a friend?
- **Step Three: Segment**
 - **Break down your data** into segments
 - Choose the best segment
 - **Only choose one!**
- **Step Four : Research Your Segment**
 - **Find out everything about them**, including:
 - Where they shop
 - Where they socialize (on and offline)
 - What is important to them
 - What's not important to them at all
 - Do they respond to email marketing?
 - Do they respond to TV? Radio?
- **Step Five : Build Rapport**
 - **Don't overwhelm** them with the constant 'hard sell'
 - Offer great content for free
 - **Gain their trust** and build your credibility as the 'go to expert'