

To help you create your customer profile/persona or ideal customer, consider the following:

Profile/Persona	Questions to consider
Ideal Customer or Target Market	<ul style="list-style-type: none"> Who are your ideal customers? Who do you want your business to focus on? Who were your last 10 customers?
Demographics	<ul style="list-style-type: none"> What is their age? Where do they live? What are their occupations? Family status?
Their Goals and Aspirations	<ul style="list-style-type: none"> What goals are they looking to achieve? (eg buy their first home?, create a property portfolio?) What are their short term goals that you can help them achieve? What gaps does your business fill? What is the trigger that sets them in their information search in the first place?
Their Problems, Concerns and Frustrations	<ul style="list-style-type: none"> What prevents them from achieving their goals? What information are they searching for? What issues do they want to avoid? What is leaving them unfulfilled?
Their personal journey	<ul style="list-style-type: none"> Where are they in their customer journey? Are they at the awareness, consideration or decision stage?
Preferred channels and behaviours	<ul style="list-style-type: none"> What are their preferred channels for information? (eg Do they use social media? Do they read the newspapers for info? Watch TV?) What are their consumption patterns? What are their access preferences? How much info do they want to receive?
Influencers	<ul style="list-style-type: none"> Who are their influencers? <ul style="list-style-type: none"> Do they listen to their friends, colleagues? Do they rely on their accountant, solicitor etc? Are they influenced by the media, industry analysts or thought leaders?
Motivations	<p>Which of the six types of motivations are they drawn by:</p> <ol style="list-style-type: none"> Rewards/Incentives: "I want a special discount rate" Fear of consequences: "I want to avoid missing out of buying that house on the weekend" Achievement: "I want to own my own home" Growth: "I want to feel like I am continually moving forward in life" Power: "I want to feel the power that comes with property ownership" Social factors: "I want to be a home owner"



Task: Define who is your customer?

List down below the attributes of your customer's profile or persona:

(photocopy this sheet to create more than one profile or persona)

Profile/Personal	Characteristics
Ideal Customer or Target Market	
Demographics	
Their Goals and Aspirations	
Their Problems, Concerns and Frustrations	
Their personal journey	
Preferred channels and behaviours	
Influencers	-
Motivations	Which of the six types of motivations are they drawn by: 1. Rewards/Incentives: 2. Fear of consequences: 3. Achievement: 4. Growth: 5. Power: 6. Social factors:



Who is your Customer?

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