



*Who's the right*  
**WHO FOR YOU?**

How To Get Close And Personal With  
Your Most Perfect Customer

*discover* YOUR WORDS • *create* A MOVEMENT • *dare* TO LEAD





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# *Who's the right* **WHO FOR YOU?**

**Introducing a really simple way  
to significantly improve the effectiveness of your marketing**

Good news!

This little worksheet is one of the most powerful activities that you can do to increase the effectiveness of your marketing – whether that's a leaflet, your website, or something else.

Why?

Well, this activity is going to help you really understand your perfect customer on a deep level. As a result, you'll find it easier to write marketing messages, which are relevant, targeted, and talk directly to the pains, challenges, and desires that your customer has.

Some people call this a customer avatar.

And whilst this is a useful definition; I don't want you to think that you have to randomly make this stuff up!

You see, the easiest way to understand the people that you best serve is to think about the customers you naturally attract? Close your eyes now and think about some of your best customers. I bet if you look close enough you'll spot some commonalities. These are the things you want to capture on this template.

So let's get cracking...

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## **1. FIRST GET CLEAR ON THE BASICS...**

Find out obvious stuff like:

**Gender:**

**Age:**

**Lifestyle:**

**Profession:**

**Income:**

*Write your own* **LEAFLET KIT.**

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## **2. THEN PROBE DEEPER...**

These “motivational” type questions enable you to understand at a more profound level the type of person you want to attract and influence. See if you can find out:

**To what do they desire, want and aspire?**

**Their fears, frustrations and challenges?**

**What keeps them up at night?**

**What do they like and dislike?**

**What conversations are happening in their head**

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What do they read?

On which social media channels do they hang out?

How do they relax?

What objections could they have to buying?

How they make their decisions?

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## **FINALLY CUSTOMISE:**

Feel free to supplement this list with other questions that are relevant to your business. After all, the deeper you get, the more effective your marketing will become.

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