

Mo Reads You  
Editing & Proofreading Services  
**Your Ideal Customer Profile**

*Why do you need an **Ideal Customer Profile**?*

*Your Editor needs to know who you're talking to so she can ensure your tone, language, vocabulary, syntax, dialect, etc. are all consistent and appropriate to your customer.*

*When I say I'll read your copy **with the eyes of your customer**, I need to know who your customer is. I need to get into your head, **so I can get into their head**.*

*You don't need to answer every question on this list. Many items are included simply to get you **thinking deeply about your customer**. But, the more specific your answers are, the better your Editor can do her job.*

Name:

Gender:

Age (specific):

Industry and Job (specific):

Years in Industry:

Position in Current Company:

Years with Company:

Salary:

Education Level:

School(s) Attended:

Good Student/Barely Got By?

Parents/Family Background:

Currently Resides (City/State):

Religious Affiliation:

Practicing/Non-Practicing?

Political Affiliation:

Active or Armchair?

Votes or Not?

Clubs and Organization:

Personal/Professional?

Charities and Causes:

Active Involvement or Donations?

Technology Usage:

Tech Savvy/Just Getting By?

Desktop/Laptop/Tablet/Smart Phone?

Apple or Microsoft?

Most-Used Apps:

Internet Usage:

Device(s) used for access?

Mostly for Work, or also Personal Use?

Surfer or Favorite Sites?

Blogger or Blog Follower?

## Your Ideal Customer Profile

Which Blogs (up to five)?  
Newsletters or Email Subscriptions?  
Which ones?  
Social Media Used:  
Most Used?  
How Frequently?

*This Ideal Customer Profile has been pulled together from a number of sources, with my own items added along the way. Feel free to use it as is or change it as you like, and to pass it along to anyone it may benefit. – Mo*