



28

ESSENTIAL QUESTIONS TO UNDERSTANDING YOUR IDEAL CUSTOMER

— CREATED AND CURATED BY CERTIFIED EXPERTS —

FACEBOOK

Google

HubSpot

THE 7 ESSENTIALS TO UNDERSTANDING YOUR IDEAL CUSTOMER

☐ **DEMOGRAPHIC**

Gather information about age, gender, language, location, education, employment, marital status, ethnicity, Geographic area, income level about a particular niche.

20%

☐ **PARTNER / SPOUSE**

Couples are a good target market for your products and service. Identify whether your ideal customer has a partner or spouse.

10%

☐ **CAREER**

Do some research to identify the occupation of your ideal customer. What does he/she do now? Which job field are they involved with? What is their current job status? Is the job permanent or temporary? Total years of experience?

20%

☐ **WHAT ARE THEY DRIVEN AND MOTIVATED BY?**

Is your business community a desirable place to belong? Are you providing any importance to emotional relationships? Pay great attention to what your perfect customers want and help them to get it.

15%

☐ **WHAT DO THEY FEEL DEFLATED BY?**

No one wants to feel unheard, unknown, or uncared for. Find out what makes them unhappy, frustrated or demotivated. By knowing this, you can craft your service, programs and products to beat customers issues.

15%

☐ **WHAT WOULD MOVE THEM?**

You want every customer to walk away as a happy customer! Listen carefully to your customers and ask questions to find out what moves them. Because your customers are your business.

10%

☐ **WHY WOULD THEY WANT YOUR PRODUCTS/SERVICES?**

An ideal customer will purchase your product or service if they think you're an expert if they think your product or service is better or if someone refers or recommends them to you. In fact, they have to feel confident with your product or service compared with those they've purchased from before.

10%

HOW TO IDENTIFY WHERE THEY HANG OUT & WHY

☐ WHAT SOCIAL MEDIA PLATFORMS DO THEY HANGOUT ON?

Where is your audience hanging out on social media? Narrow down your choices among Facebook, Instagram, LinkedIn, Pinterest, YouTube or any other social media platforms. This will increase your website traffic and conversion rate.

25%

☐ WHO ARE THEY FOLLOWING?

What do they follow on various social media platforms? What type of content do they like more? Have a clear idea of what engages your audience.

25%

☐ WHAT FORUMS ARE THEY ON?

Discover if your ideal customer is active on any online discussion forum such as Reddit or Quora.

15%

☐ WHAT FACEBOOK PAGES DO THEY LIKE?

It can be a local business page, brand or product page, entertainment, artist, brand or public figure, or community.

15%

☐ WHAT FACEBOOK GROUPS ARE THEY IN?

This varies from business, education, job, fashion to travelling and food.

10%

☐ WHAT HASHTAGS DO THEY USE?

Getting a list of effective hashtags that your ideal niche use is great. Using the relevant hashtags will make your post distinct and help it reach the target audience of your choice.

10%

LITTLE-KNOWN HACKS TO UNDERSTANDING YOUR IDEAL CUSTOMER

☐ WHAT IS FRUSTRATING THEM?

Find out what they are trying to achieve and list out the things that may be preventing them from getting what they need. Understanding their problems and frustrations beforehand will help you come up with tailor-made solutions.

20%

☐ **WHY DO THEY WANT TO SEE A CHANGE?**

They may want to change for various reasons. Some may want to grow their business, some may want to rebuild their marketing strategy, some may want to increase their sales.

20%

☐ **WHAT IS YOUR PRODUCT/SERVICE GOING TO DO FOR THEM?**

Is your product or service going to help them run their business better? Will it help them generate more revenue than before. Find out how they can benefit from your product or service.

20%

☐ **HAVE THEY GIVEN UP? IF SO, WHY HAVE THEY GIVEN UP?**

Find out what might have caused them to give up their business goals. Can your product or service motivate and get them back on the right path?

10%

☐ **WHAT EXCITES THEM?**

What are the types of content or topics that really get your audience going? Learn as much about their interests as possible and use the information to tailor your service or product for maximum engagement.

10%

☐ **WHAT WOULD MOVE THEM?**

Are there any factors that inspire them into action? Are they moved by the slashed price tag? Are they going to be moved by discount rates you're offering for your products or services? Or is the amount of value you provide in every offer?

10%

☐ **WHY WOULD THEY WANT YOUR THING?**

Is your product or service aimed at solving their specific problems which they can't fix elsewhere? Are you promising guaranteed results at reasonable prices? What's the most unique thing about your product or service that they can't turn down?

10%

HOW TO STEAL MARKET SHARE FROM YOUR COMPETITION

☐ **WHAT FUNNELS/CUSTOMER JOURNEYS ARE THEY USED TO?**

Find out if they have been through different sales funnels and where they are in terms of their customer journey. Have they just discovered a product or service? Were they convinced at any point? Were they ready to convert or buy?

25%

☐ **WHAT MESSAGING ARE THEY USED TO?**

How often are they messaged to? And what's the nature and length of the message? What kind of content do they like to consume? Find answers to these questions to better inform your messaging strategy for the ideal customer.

25%

☐ **WHAT ARE THEY BEING TAUGHT/CONDITIONED TO BELIEVE?**

If they have been already conditioned to believe something which you think is not right for them, then it's your chance to convince them otherwise. Be prepared with the facts you need to drive home the message.

25%

☐ **WHAT OBJECTIONS MIGHT THEY HAVE?**

Once they have already made up their mind, it may be difficult to convince them otherwise. If you know in advance about their potential objections, you may be able to work your way around or overcome them.

25%

WHY HAVE THEY NOT SEEN RESULTS YET?

☐ **WHAT IS KEEPING THEM FROM RESULTS?**

Is something specifically standing in their way? Is it due to a poorly managed marketing campaign? Are they unable to generate leads due to bad targeting? What can you do to help?

25%

☐ **WHAT HAVE THEY TRIED THAT DIDN'T WORK?**

Have they hired a marketing agency to manage campaigns, only to end up wasting money? Find out what they tried and what did not work out. Now give them alternatives and proven strategies to achieve their goals.

25%

☐ **WHAT IS KEEPING THEM WHERE THEY ARE?**

Are they stuck in a rut where their marketing campaign is just breaking even and is not generating profit? What could you do differently to get them out of this rut?

25%

☐ **WHAT OBJECTIONS MIGHT THEY HAVE?**

They may be skeptical of the marketing methods you recommend due to their previous experience. They might object to the pricing you offer. Be prepared with practical answers to all their questions so as to overcome their objections in a fruitful manner.

25%