

GET TO KNOW YOUR

*target  
customer*

A FREE WORKSHEET FOR  
ONLINE SHOP OWNERS



HOLLYCASTOCREATIVE.COM

Print out this worksheet, and use it to help you narrow down your ideal target customer. I left lots of space for each brainstorming question, so you have plenty to room to really dig deep.

1. Let's start with your product. What are the **features** of your product (basically, describe it). *Example: The features of a cell phone: wireless, small*

2. Okay, now change those features to **benefits**. *Using the above example, the benefits would be that you can take a cell phone with you anywhere.*

3. Now, make a list of the type(s) of people who need those benefits. Think of as many as you want in this space.

5. Now it's time to get more focused. Narrow that list down to one or two types of people. If you can narrow it down to only one that is ideal. If you're stuck on choosing a group, do some research on your competition. See if there is a void in the market anywhere. For example, if everyone in your industry is marketing to young women, maybe you could be the company that sells this product for an older audience, or to young men. Find a way to stand out in your industry. Write the target market that you choose below (*example: women aged 18-30*).

6. If you thought that was hard, you might want to take a break and come back for this part because we're about to get super specific. The idea behind this part of the exercise is to get you to visualize your target customer as a real person. Your ideal customer. Some of these questions will seem completely irrelevant or silly, but it's all part of the process. This is the exact type of list that I made before I opened my business, and it was critical in achieving success as an online shop owner. It's a fun process (I think so anyway!) and it will definitely help you to get a clear idea of who you're marketing to.

## My Target Customer Profile

Gender:

*(if your brand / product is not gender-specific, print this section out twice and do a target customer profile for each)*

Age:

Where do they live?

What do they do for fun?

Where do they like to shop?

What is their favorite movie?

What are their hobbies?

What type of home do they live in (apartment, house, college dorm, etc.)

How do they decorate their home?

How do they dress?

Which social media network do they use the most (if any)?

What is their marital status?

What type of vehicle do they drive?

What do they do for a living?

What are their values?

What is their level of education?

Brainstorm anything else that you know about your customer here...

Now, let's determine how your product / brand will fit into their lifestyle.

- How and when will your customer use your product?
- What media does your customer use to get information (newspaper, BuzzFeed, etc.)?
- What product features are most important to your customer in their day to day life?
- How does your customer shop or purchase this type of product usually?

Some important questions to ask, now that you know your customer like the back of your hand:

- Are there enough people in this market?  
*You want your market to be very specific, but not so small that you only have 50 people in the entire market.*
- Is there a need for my product in this target market?
- Can they afford it?
- Are they easy to reach? How will I reach them?

Brainstorm any other marketing ideas, based on your newly clear target customer, in the space below: