

Defining Your Ideal Customer, Client or Patient

Level 1: Demographic Information Examples

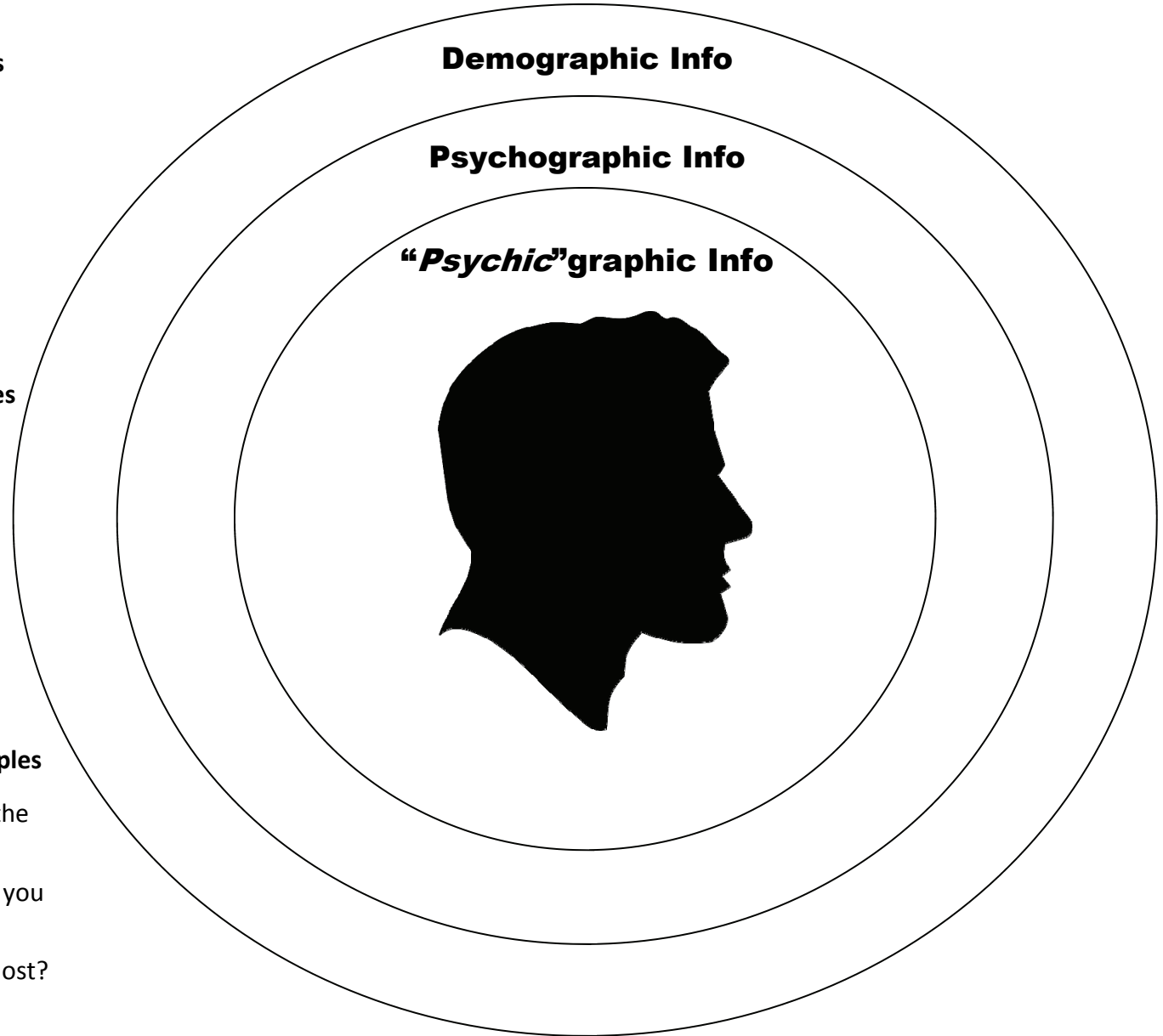
- Age
- Gender
- Income
- Family Size
- Where they live
- Ethnicity
- Level of Education

Level 2: Psychographic Information Examples

- Values
- Interests
- Hobbies
- Political Affiliation
- Religious Views
- Lifestyle
- Attitude
- Personality

Level 3: “Psychic”graphic Information Examples

- What keeps them up at night, staring at the ceiling? Worry, pain or frustration?
- What is their single biggest problem that you can solve?
- What do they secretly, privately desire most?
- Fill in the blanks for them:
“If I could just _____ then _____”



Why It Pays To Profile Your Customers

Establishing a customer profile can give you the information you need to generate business from new and existing punters.

Understanding your customers is the secret of successful selling. Existing customers are important sources of information. The more you know about them, the easier it can be to increase their spending. And you can also use the information you gather to help you find new customers.

Key benefits of profiling customers

The information you gather makes it easier to distinguish why customers buy from you. The more information you have about your customers, the easier it is to spot opportunities to sell them new products.

Use your new database to group individual customer profiles into different "market segments". This will enable you to target each group with specific offers tailored to their needs.

Targeting by segment also makes it easier to ensure that each customer gets the relevant marketing messages at the appropriate time. For example, you might be able to "up-sell", by explaining why a higher-priced product would better suit a particular group. You could also consider boosting sales by producing customised products or services for each group.

"By analysing your records, you can identify important information about key customers," says Jones. "Look for those who make the largest orders or those accounts which are most profitable. In some businesses, just a few customers are responsible for almost all orders, while some of your largest-size customers might be among your least profitable.

"Profiling existing customers also makes it easier to find new ones. You can look for similar prospects and sell to them in a similar way," he concludes.