

Our Ideal (Target) Customer Profile

1. Sex

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2. Age Range (keep within ten years if possible)

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3. Income range

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4. Geographical location/distribution

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5. Marital (and Family) Status

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6. Educational Level

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7. Niche or Typical Profession(s)

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8. Typical Title(s) or Job(s)

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9. Company Size (or Major Employers)

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10. What are their major pain points?

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11. What are their major obstacles?

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12. What are they afraid of?

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13. What do they really WANT?

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14. What problem do they really want solved?

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15. What frustrates them?

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16. What do they read or watch?

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17. What kind of music (or music station) do they listen to?

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18. Where do they hang out/network?

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19. What do they want (in your area of expertise) that they can't find?

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20. What topics are they discussing on boards, blogs, conferences, and/or websites?

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