

Knowing who you are talking to is the first step to identifying what message you should develop that will resonate with them.

IS YOUR CORE CUSTOMER A CONSUMER OR A BUSINESS?

CUSTOMER

- Where are they located?
- What is their age range?
- What is their gender?
- What is their income?
- What is their education level?
- Do they own their own home?
- What is their marital status?
- Do they have kids?
- Are they employed?

BUSINESS

- How many employees does the company have?
- What are the average annual revenues of the company?
- What is the job title of the key decision maker?
- How many years has the company been in business?
- Who are the other decision makers at the company?
- What associations does the company belong to?
- What conferences does the company attend?
- Which trade publications does the company's industry subscribe?
- What are the company's key performance indicators?

WHAT ELSE DO YOU KNOW ABOUT THEM?

PSYCHOGRAPHICS

- What is their personality profile?
- Where do they hang out?
- What hobbies do they have?
- What products/services do they use?
- What are they passionate about?
- What are their opinions, attitudes, and beliefs about their world?
- How do they feel about the world around them?
- What values do they hold dear?
- What traditional media do they utilize?
- How tech savvy are they?
- How do they use social media?
- How many hours per day are they on their computers?

CUSTOMER PERSONA

- Attach a picture of someone that looks like your core customer and give them a fictional name.
- What are their most significant pain points?
- What challenges do they face when overcoming their pain points?
- Describe their typical background - how did they arrive at becoming your core customer?
- When presented with products or services similar to yours, what do they find objectionable?
- What goals are your core customers hoping to achieve?
- How can you make their life better?
- Which marketing tactics will be most effective?