



BECCA MARIE
LUCIO

IDEAL CUSTOMER Workbook

LET'S LEARN MORE ABOUT
YOUR IDEAL CUSTOMER

THE BASICS

B

What sex do they identify with?

How old are they?

Where do they live? (GET SPECIFIC.)

What degree do they have? Do they have a degree at all?

What do they do to pay the bills?

Are they married? How long?

Do they have kids?

What income level do they currently land at?

Any other key demographic details?

DIG DEEPER...

B

What books or magazines do they read?

What blogs or websites do they frequent?

What is their favorite social channel?

How do they spend their free time?

What does their weekend look like?

It's their turn to pick out dinner. What is their go-to?

Where are they traveling next?

Are they active in charity work? Where?

What three words would their best friend use to describe them?

THEIR BUISNESS



What kind of products or services do they provide?

How long have they had their business?

Who are their customers?

What is the favorite part of their business?

What part do they hate?

If they could hire one position right now, what would it be?

THEIR BUISNESS



What are their short term goals (>3 years)?

What is their long term goals (3-5 years)?

What is their BHAG?

What gets them excited about these goals?

What scares them about these goals?

PUT IT ALL TOGETHER



Take all of the details you've just put together to come up with your ideal customer. Give them a name and background to truly form a picture in your mind.

Remember why we're doing this !

1. It helps you understand what they want.
2. It helps you clearly communicate with them to build trust.
3. It gives them a touchpoint to connect with you as an individual.

Example: Katie Anne is a 35-year-old married woman with two children. She is a proud graduate of UGA and active in their Alumni Association. She works 9-5 in insurance and then picks up her oldest daughter from dance. She is looking for casual pieces that can easily transition her from the office to late-night dance rehearsals, keeping her cool and comfortable in the Florida heat. Katie Anne is currently looking for affordable pieces for every day but willing to invest in pieces for events once she has established brand loyalty. Her hobbies include watching college football, spending time with friends, and walking dogs at the shelter with her son to earn volunteer hours.

Use the space below to day dream about your ideal customer and be sure to share them with me at BeccaMarieLucio.com when you're done!

MY IDEAL CUSTOMER

B

MY IDEAL CUSTOMER

B