

# My Ideal Customer

## Create a description of your perfect customer or client

Knowing your brand's target audience is vital. Without this knowledge, you'll be pouring money down a sinkhole and you'll find it hard to recover. It's important to know your audience because, without that, you'll not know how to position your brand. Telling your brand story will become more difficult, as will developing the right name, brand strategy and visual identity design.

*Tip*

*Think about age, marital status, location, profession, education, household income, image, hobbies, interests, brands they love, characteristics, values, what's important to them, what keep them up at night, what social media channels they use and more...*

**My CUSTOMER** You can have more than one ideal customer suited to different products/services. Create a profile for each.

