



Find your Audience

WHO is your Ideal Customer?

Company: _____

Most small businesses mistakenly try to sell to “everyone!” Effective marketing is targeted toward the ideal audience, or your WHO. Seth Godin calls this your minimum viable audience. Once you know your WHO, it’s time to find their WHY and create your tagline.

Demographics: Be detailed. Mark n/a if not applicable.

Gender:	<input type="text"/>	Where do they live?	<input type="text"/>
Income Range:	<input type="text"/>	Where do they shop?	<input type="text"/>
Marital Status:	<input type="text"/>	What kind of car do they drive?	<input type="text"/>
Household Size:	<input type="text"/>	Where do they travel?	<input type="text"/>

Think of your best customers. What are their favorite things in the world? What do they love to spend money on? For Example: What stores, brands, indulgences, guilty pleasures, etc.

Is your product a need or a desire? People pay more for desirable products and services. A woman may need a purse, but does she need a \$3200 Louis Vuitton? Maybe not, but she may desire one! Needs relieve pain. Desire fulfill dreams. What is your product or service?

Need Desire Both

What Need or Desire do you fulfill?

When describing your WHO, you should consider everything above. However you should also think of who your favorite Customer is. In the space below, define your WHO, your ideal customer.

Now that you have defined your audience, lets figure out their WHY. Why would they pick you? What compliments do you receive most about your company and your work?

Remember: Facts Tell and Stories Sell. People buy benefits over features. What is a story you can tell that inspires people to buy from you over your competitors? What are the benefits you offer?

These are your ideal customer’s and their WHY. All of your marketing and messaging should be aligned with these ideas. Highlighting who you are and why they want to pick you.



Your Brand Circle

Personality/ Narrative

Look & Feel - Colors and Images

Values (Non-Negotiables)

WHO
(The Hero of
your Story)



You should have your **WHO** and **WHY** in mind when doing this exercise

More marketing tools

WHO: Everything should focus on your WHO's WHY. Start in the outer circle and write your ideas for

each section. Then start at your WHO' WHY and work back out to make sure everything aligns.

Look and Feel: What are the colors, visuals, images, and overall impression you want to display as part of your brand?

Values: What are the non-negotiables for your brand? What principles guide your brand?

Personality: What is the tone and style of your brand? (Formal, casual, quirky, professional, etc.)