



# FINDING YOUR DREAM CUSTOMER

THERE ARE MANY TYPES OF CUSTOMERS, THIS IS YOUR DREAM CUSTOMER



## SIGNS OF A DREAM CUSTOMER

- |  |   |
|--|---|
| 1. Values and feels that they NEED your products               | 4 . Buys multiple products or services (or in bulk/long-term) |
| 2. Respects Your Prices  | 5 Has great communication                                     |
| 3. Financially Able and Willing to Purchase                    |   |
| 7. Consider which customers you genuinely enjoyed working with |   |

ARCHETYPE 1 NAME: \_\_\_\_\_

Past customer name \_\_\_\_\_ Annual spending with your company \_\_\_\_\_

Problems related to why they are seeking a SOLUTION? (If you don't know, it is ok to ask them directly)

Pain point 1 \_\_\_\_\_

Pain point 2 \_\_\_\_\_

Pain point 3 \_\_\_\_\_

Why do they LIKE you or your products specifically? (If you don't know, it is ok to ask them directly)

Benefit 1 \_\_\_\_\_

Benefit 2 \_\_\_\_\_

Benefit 3 \_\_\_\_\_

What were they using/who were they working with BEFORE working with your company?

Alternative 1 \_\_\_\_\_

Alternative 2 \_\_\_\_\_

Alternative 3 \_\_\_\_\_

What made them SWITCH?

Reason 1 \_\_\_\_\_

Reason 2 \_\_\_\_\_



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Why do they/did they DISLIKE using your competition?

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Age range \_\_\_\_\_

Marital Status \_\_\_\_\_

Children? \_\_\_\_\_

Older? Younger? Multiple children? \_\_\_\_\_

Favorite social media sites to use \_\_\_\_\_

What is he/she looking for? \_\_\_\_\_

Where do they find it \_\_\_\_\_

Best forms of communication \_\_\_\_\_

Favorite influencers/celebrities \_\_\_\_\_

Favorite television shows \_\_\_\_\_

How do they learn? \_\_\_\_\_

Where are they offline? \_\_\_\_\_