

Free Stuff!



worksheet

# know your customers



# 1

## Who are you trying to attract?

The key to attracting more of your ideal customers is understanding them.

What you know about customers really helps you have empathy with them so you can write compelling content that means something to them.

This exercise is designed to help you to understand;

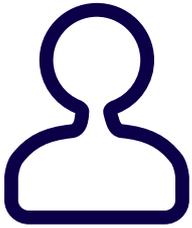
- What's going on in their life?
- What do they love?
- What do they hate?
- What will make their life easier?

**And, then - how can you help solve their problem?**

### Benefits of creating a customer persona

- Knowing who you are targeting means that you will stop trying to be everything to everybody.
- It will give you much more confidence when talking to people about what you do and who you help.
- Knowing who you are targeting means that you'll be seen in the right places, and by the right people.
- You will understand your dream client's motivations and therefore be able to create marketing messages and content that connects.
- Your ideal client will find you

# Customer Persona



My Name is:

Job ..... Age ..... Gender .....

## Here's what's happening in my life

e.g. I'm a business owner juggling life and work. I have two kids, I live in the suburbs and am conservative.

## Why I think I need your service

## I find out about you by?

e.g word of mouth  
google  
marketing

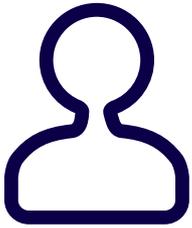
## How I want to feel when I book your service

## Who is it for?

## What's in the way of me buying? (goods/services)

Where do I hang out?  
Who influences my  
decisions?

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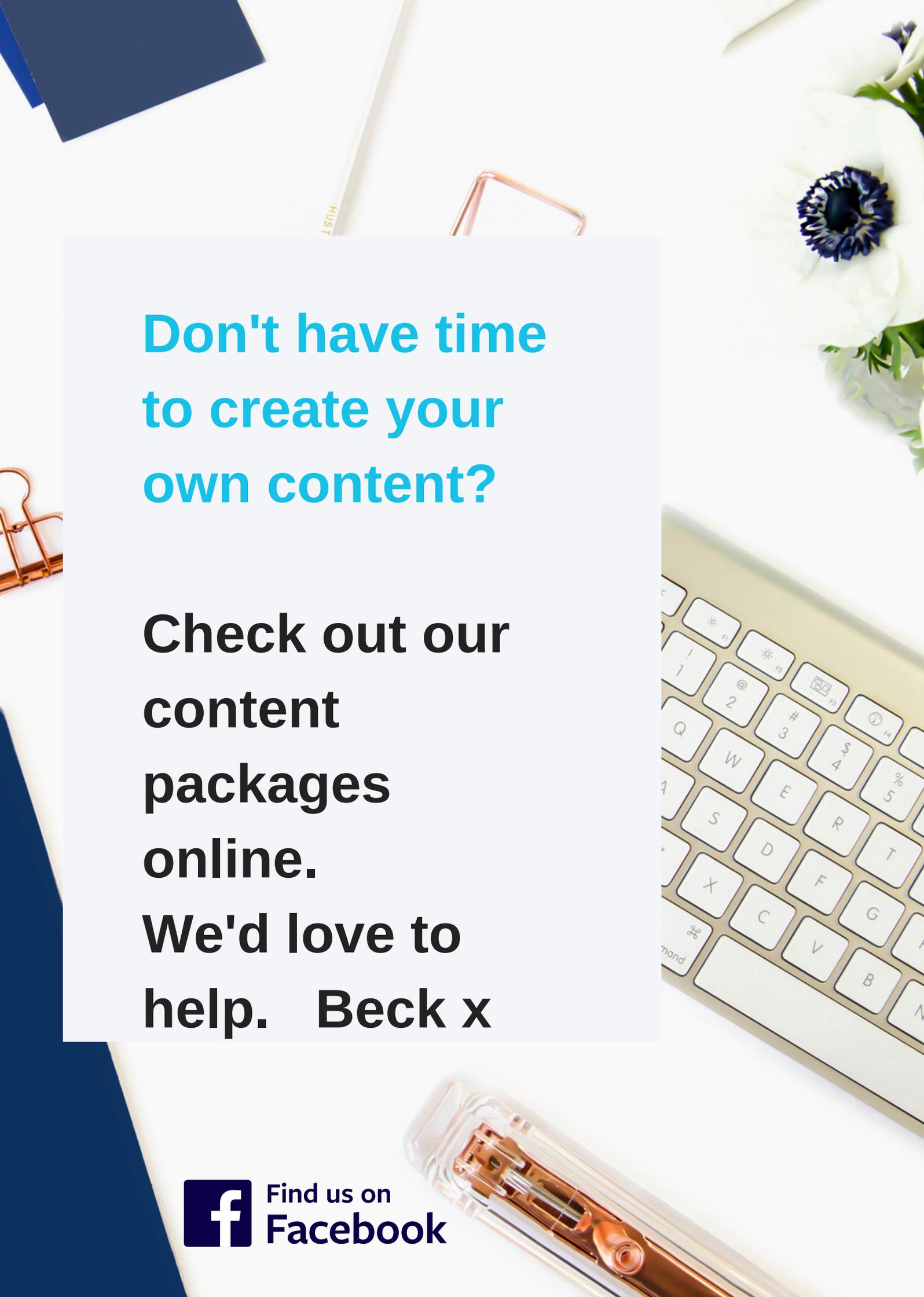
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to create your  
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