

How To Become A Money Savvy Entrepreneur

Customer Profile Template

Target Markets

You probably have more than 1 type of customer. If you don't want to waste money on marketing you should make sure that you understand who your customers are and where to find them.

How many target markets do you have? Depending on your business and offering you might have many. My business has 10 separate customer profiles because we have an array of products for different customer segments.

Questions To Ask:

- Are your customers B2B or B2C?
- Are they online?
- Where should they live? Does area/ country matter?
- Is race/ gender/ age an important consideration (demographic profile)
- What are their likes and dislikes?
- What are the perceived needs and wants of the target market? (Psychographic profile)
- How would I describe them?

Here are some examples

EXAMPLE B2B - Schools	
SCHOOL	Bedford High
SCHOOL SIZE	300 Learners
SCHOOL AREA	Bedfordview
DESIGNATION	Principal
INTRO EMAIL COPY	Are you looking for a competitive quote on your current maintenance services?
PERCEIVED NEEDS AND WANTS OF CUSTOMERS	Garden Maintenance & Tree Felling
WHAT ARE YOU SELLING THEM?	Grass cutting, cleaning, pruning of trees. Maintenance services

EXAMPLE B2C	
AGE	21 – 65
RACE	All
GENDER	Female
DEMOGRAPHIC PROFILE	Lives in Johannesburg/ LSM 4-8
PSYCHOGRAPHIC PROFILE	Middle aged female, mother, loves to exercise, is a vegan, watches series on weekends, love farmers markets.
AREA	South Africa/ Johannesburg
ONLINE PREFERENCES:	Facebook/ LinkedIn



Now, create your own profiles, using the template provided

Write a customer profile for each market.




