

Your Ideal Customer

Questions to ask yourself about your clients:

Who is your prospect?

- % Male _____
- % Female _____
- Age group? _____ what is the average age?

Let's talk about the Male:

What is his average age? Depending on this info, will determine how you speak to that age group – example – if the Male is average 55 – then you can determine the year of birth – and from that you can also determine mind set – Profession – what types? Income statuses – Athletic – are they sports minded? Are they married – have children – have pets – you need to really delve into the Male – who they are.

Let's talk about the Female:

What is her average age? When was she born (approximately) this will also help with her mindset – is she married? Is she single, divorced, on a set income. Does she have children? Does she work or own a business? Does she have pets? Is she involved in the community?

For Both:

What are their emotional states? Harried? Health Conscious, family oriented, how do they see themselves? Are they open minded? Are they inquisitive? What are their wants, beliefs, feelings? What do they need to improve in their lives?

You need to define your clientele – and really dig a bit to figure out who they are – let me explain – if my clientele are between 50 & 70 – their way of thinking and acknowledging changes is different than the person who is 80 & up – while there are always exceptions – put an average spin to your criteria. Let's go thru some of the criteria:

Please note: No matter what the age group – you need to define this group and start digging – you need to speak their language.

Your Ideal Customer

50 – 70 age group:

- Not very computer literate – they did not grow up with computers – they grew up with the calculator, the type writer and doing things manually – but are willing to learn -
- Have more skills and life experience here, may not be as open minded as a younger person
- Well-read individuals
- Looking for their purpose or really figuring out who they are – what they like – what they don't like
- Question the western medical techniques – more open to holistic medicine – to spirituality, etc.
- Have gone thru some pretty tough times – so know what it is to work hard and accomplish things
- Have changed careers more than 3 times
- Are not as set in their ways – but do consider the geographic area – also consider their culture – that is very important
- They are very resourceful – children are either in college or off on their own
- They may be grandparents
- They may be on a fixed income – 65 and up
- They may have more income to spend - 50 and up
- Embrace some of technology – has a cell phone – computer
- Love child
- Vietnam era

Now, let's talk about the clientele that are over 75:

- Went thru the depression – or remember it
- Penny pinchers – are on a fixed income –
- A bit more set in their ways – see things as black and white – not gray
- Really involved with western medicine – what the doctor says is right
- Have great grandkids now
- Mostly could care less about the computer – (this is a side bit of personal experience) if the person was a typist – they will be more prone to get a computer and search the internet and do email – they will also be open to the web cam experience and keeping in touch –
- Really care about their appearance – if they can afford to – they will get their nails done, or their hair etc.
- Have pets – or one pet
- Still drive
- Balk at the cell phone idea – but can be convinced to have one –
- Forgetful – those darn brain cells just act up

Your Ideal Customer

For each age group you need to sit down and define this group – characteristics, income, culture, emotional, physical etc. By understanding your clientele – not only will this assist you in your marketing venues but it will also define your business – your brand – your mission statement – your tag line – all of this is imperative in establishing your clientele.

Words of wisdom:

When I ask my client “Who Is Your Target Market or Clientele” they come back and say everyone. Well, I am here to tell you that you are not correct in making such a broad statement.

I had this very discussion with a client – they are baby boomers, and their business deals with the holistic wellness of individuals. While their service does help “Everyone” they cannot speak to everyone at the same time.

So, we sat down and started asking pertinent questions – we determined that their target market is the baby boomer. This is the person they both relate to – male and female – and they speak the same language. They are interested in the Baby Boomer who is inquisitive, asks questions, thinks outside the box and they have income to spend on their mental and physical health needs.

Now, think about this further – this baby boomer has children and grandchildren. This very same baby boomer is going to recommend my clients to their family of younger people because they have acquired a trust and respect for the service or product that my client has to offer.

In the long run, my clients are speaking to “Everyone” but they are doing it thru the baby boomer – what better way to promote your business than through the referral basis.

Businesses today are scrambling to get back to the way things used to be. Businesses strive for quality, resourcefulness, with anticipating the customer’s needs and meeting them, being thankful and involved with their clients. Appreciating their clients and truly getting to know them.

Take the time to delve into your target client. This is imperative – think about it this way – what you would say to someone in their 50’s or 60’s is not the way you may explain and speak to someone in their 30’s or how about a teen? Even though you service these different age groups – you cannot say one thing to cover it all – you need to define each group and speak to that group.

That means that you as the business owner have to be open to change, to technology, and to ideas and assistance.

You want your business to grow and expand – so sit down and create a different page for each age group that you target and speak to that group – take it one step further – have 2 pages for each age group – with one page being “MALE” and the other being “FEMALE” you will be glad that you did.

Remember, this is a work in progress – as technology changes so does our language.