

honeycomb

Who are you talking to?

UNCOVER YOUR IDEAL CUSTOMER WORKSHEET

The questions in this worksheet are not an exhaustive list, but rather a starting point to help you rethink the way you approach customers. I recommend opening a GoogleDoc and typing out your answers allowing yourself to just “think out loud” versus trying to make the words perfect.

After you complete the exercise you can refine your answers and the next step is using everything you’ve written to inform your website content, social media posts and marketing materials.

This is just the beginning towards reaching dream customers or clients! I would love to hear about your progress so be sure to message or tag @honeycombcreates on Instagram!

Cheers to more clarity!

Cailee Kuroo

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DEMOGRAPHIC

1. What is their gender identity?
2. What is their age? Note: Be specific here, not an age range
3. What is their occupation? If salary is relevant, include it here as well.
4. What is their education level?
5. Where do they live? Describe the community.

VALUES

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| 6a. What do they care about? Causes, passions, hobbies, organizations | 6b. How do these causes influence their buying decisions? |
| 7a. What are their fears, frustrations or obstacles they need to overcome? | 7b. What about your personal story or brand story relates or resonates with these pain points? |
| 8a. What are their goals? What brings them joy and feels like a win? | 8b. How have you helped clients or customers achieve these things? Think of case studies or success stories. |

BEHAVIOR

9. How are they making a buying decision? Do they look for personal recommendations or trust media and advertising?
 10. What is your customer consuming? What podcasts are they listening to? Who are they following? What type of content are they consuming and on what platforms?
 11. What is happening in the market? What are your competitors saying or doing?
 12. What is their perception of you or what do you wish they were saying?
 13. Describe the buying experience and expectation of the customer or client. Is this self-service or are you guiding them to the purchase? This can often depend on the financial commitment required.
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| 14a. What are 5 reasons that hold them back from saying yes to your product or service? | 14b. How can you alleviate the concern for each of these things? |
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15. How will they feel after your product or service? What does a successful experience look like?