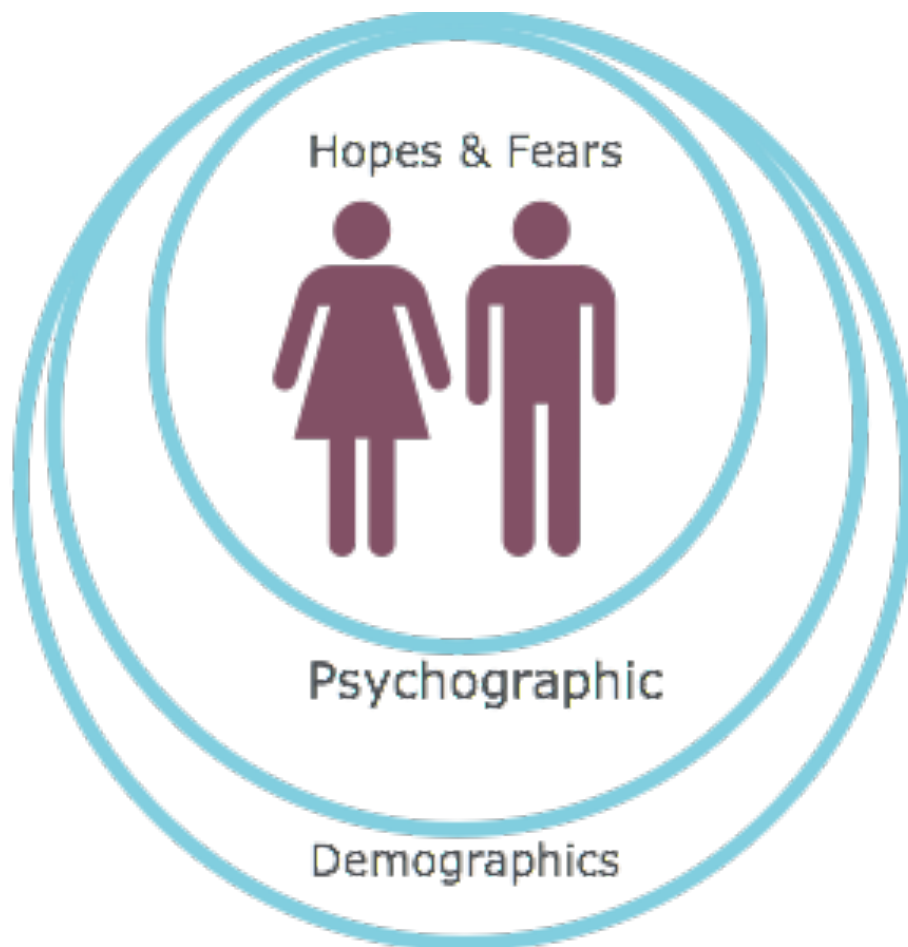


How to create your customer profile



Discover who your customers really are

## Step 1 – Statistics

Name			
Age			
Gender			
Married			
Children			
Occupation			
Income			
Town			
Car			
Appearance			
Education Level			
Pets			
House Type			
Home Owner?			

## Step 2 – Psychographics

Name			
Hobbies			
Interests			
TV Shows			
Likes			
Dislikes			
Spending Habits			
Political Views			
What do they do to relax?			

### Step 3 – What keeps them awake at night?

Name			
Dreams			
Fears			
How can you help?			

Repeat this for as many customers as you want.  
Don't forget to do the exercise for those you don't want.

Step 5 - Creating your customer profile.

<b>Name</b>	
<b>Statement</b>	

## Step 5 - An Example

<b>Name</b>	Sally Emerson
<b>Statement</b>	<p>Sally is 42 years old. She has children who are both at secondary school. She has been married for 17 years and is looking for a challenge. Sally has always loved making things and can sew. Recently she's been making keepsakes using clothes that have memories attached to them. She has been doing this for a few months and wants a website.</p> <p>Sally's household income is between £30-£40,000. She has a small mortgage on her home. She has a degree and worked full time as a manager before having the children. Since then she's had a few part time jobs. Now she wants to focus on her business. She lives in Ashford.</p> <p>When she's not working, she loves to be with her family. She likes having coffee with friends and the occasional night out.</p> <p>She is proud of her home. Appearances matter to Sally, so she takes the time to look good. She loves fashion and beauty.</p> <p>She watches reality TV shows and the soaps.</p> <p>Money isn't a huge issue for her. If she wants something, she can normally have it. She spends money on her children, the house, clothes, hair and beauty.</p> <p>Sally's biggest fear is not feeling fulfilled. The family see her as mum and she has almost forgotten what it was like to have a career. She wants the business as a means to challenge herself, to prove to herself and others that she is still capable. She worries about wasting money on it and it failing.</p> <p>She's a bit lost in the world of business. But she's keen to learn.</p> <p>She dreams of having enough work to pay for holidays and to put some aside for when the children go to university or start to drive. The challenge of business excites her.</p> <p>Most of all, she wants to feel fulfilled and matter.</p>