

# Understanding Your Customer

Understanding your customers is an essential but often overlooked element of marketing your business. Often people feel like they intrinsically know their customers but they never stop to really critically analyse their target market and customer segments. This worksheet will help you look at your customers from a few different angles, so it's worth doing even if you feel like you already understand your customers – it can provide a blueprint for future decisions and for other marketing decisions down the track.

You can either fill this sheet out for each segment, or you can fill it out for your customers in general and note the differences between segments separately, it depends how similar your customer segments are.

Remember that these profiles are generalisations by necessity – it doesn't mean that you can never have a customer who doesn't perfectly match your profile, but the clearer your customer profile the easier it will be to target your marketing!

## 1. Demographics

Demographics can include things like age, gender, race (ethnicity), household income, home ownership, disabilities, education, employment status, marital / parental status, geographic location, etc. Include as much information as possible, but only for the demographics that are important to you.

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## 2. Psychographics

Let's get inside your customer's head. What are their hopes and dreams? Their aspirations? How do they think? Psychographics include any relevant their values, their goals, what matters to them in life, what their preferences are, etc. (ie they are ambitious, they favour quality over price, they are a trend-setter).

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### 3. Problems & Unsatisfied Needs

What problems does your customer currently have? What are their challenges or frustrations any why aren't other products satisfying those needs well? What's their current situation and how do they want that to change in the future? Think about the obvious, logical needs as well as the hedonistic needs (like wanting to be cool, feel appreciated, have a tribe and community).

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### 4. Solutions & Benefits

What solutions or benefits does your product offer the customer? How and why does it meet their needs. Think about it from a few different angles of why this customer would choose you over alternatives.

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## 5. Obstacles & Objections

What mental or physical obstacles might prevent this customer from choosing or using your product. Are they afraid of buying online? Not sure the swimsuit will fit? Skeptical of the claims that you make? Etc.

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## 6. How valuable is this audience?

Most businesses will have multiple segments that they could target, so after we have done the customer profile think about some of the pros and cons of targeting this audience, or how valuable it would be for you. Think about how much will they spend, how defined the audience is, how easy they are to reach (ie if you have access to a Facebook group with thousands of stay at home mums then this group is really easy to reach), etc.

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**Well done!**