

Define your WHO

Name: _____ Company: _____

Determining your **WHO** is crucial to effective marketing. Defining your potential customer as "everyone" or "anyone who likes _____" is too broad. While everyone might possibly be your customer, hone your messaging to those who are most likely to love you and your product. Lack of a specific definition of your **WHO** will cost you time, money, and effectiveness. This worksheet will help you determine your **WHO**. Be detailed.

Let's define some basic demographics. Think of your most frequent customer.

Age Range:	<input type="text"/>	Where do they live?	<input type="text"/>
Income Range:	<input type="text"/>	Where do they shop?	<input type="text"/>
Household Size:	<input type="text"/>	What vehicle do they drive?	<input type="text"/>
Marital Status:	<input type="text"/>	Where do they travel?	<input type="text"/>

What are their favorite things in the world, and what do they spend money on?
For Example: Stores, Clothes, Products, Indulgences, Friends, Hangouts, etc.

Does your product solve a problem, fulfill a desire, or both? A pain point is a problem but a desire might be a premium offering that also solves a problem. A plumber can charge almost any price when your soiled toilet is overflowing on a holiday weekend with family coming to town. That is the definition of pain. What pain do you relieve for your customers?

Desire is different, a woman might need a handbag, but does she need a \$3200 Louis Vuitton bag? Maybe not, but she might desire one. What desire do you fulfill?

What are your customers' favorite things about you and your company?

Describe your favorite customers?

Explain and identify your **WHO**.