



How to Define your  
**TARGET CUSTOMER**  
to **GROW** Your  
**BUSINESS**



# The Key Points In How To Define Your Target Customer

Let's take the time to walk through the steps in determining your target customer for your business and brand. Now instead of saying "product or service" throughout this blog post I'm going to just say "product". I'm lazy... lol. And those extra 9 letters are annoying to keep typing out.

Ok, now that's out of the way let's start at the top and drill down: starting with...

## 1. Is It B2B or B2C?

The first question you have to answer is are you targeting a

- business**  **consumer**

## 2. The Person That Will Pay You

**There are essentially three people that fit into your brand's target audience:**

- The person that will pay you.
- The person that influences the person that pays you.
- Your supporter.

## 3. What Is Your Target Customer Demographic Profile

Demographics are an extremely important part of determining your target customer. It helps make sure you are talking to the right people.

**Establish the demographic profile of the target customer by answering questions like:**

How old are they? \_\_\_\_\_ What is their gender?  Male  Female

What race, religion, and orientation are they? \_\_\_\_\_

What is their education level? \_\_\_\_\_

What is their marital status?  Single  Married  
 Separated  Divorced/Widowed

Do they have children? **YES**  **NO**

If so how many? \_\_\_\_\_

Where do they live? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



Country? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Urban vs Rural? \_\_\_\_\_

Any specific cities? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Specific zip codes? \_\_\_\_\_  
\_\_\_\_\_

What is their income level/net worth? \_\_\_\_\_  
\_\_\_\_\_

#### **4. What Is Your Target Customer Lifestyle and Attitudes**

Lifestyles and attitudes are also important when determining your target customer profile. Working people have lifestyle priorities and constraints on their time that retired people typically don't have. Is your audience:

Employed or retired? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How do they like to spend their spare time? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are their hobbies? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are their shopping habits? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What other products do they buy? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Where do they go on vacation? \_\_\_\_\_

What TV shows do they watch? \_\_\_\_\_

What authority figures do they follow? \_\_\_\_\_

What books do they read? \_\_\_\_\_

What professional publications do they read? \_\_\_\_\_

What conferences do they attend? \_\_\_\_\_

What is their preferred social media platform? \_\_\_\_\_

If you need help in defining your target customer, running marketing campaigns like Facebook ads, or creating capture pages or lead magnets, then feel free to [contact me](#) and we can talk about the different consulting options we offer. Or use the link below to apply for your “results in advance” free consultation and let’s get started right away.

**GIVE US A CALL**

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