

7 STEPS TO KNOWING YOUR CUSTOMER BETTER

Now that you've identified you need to know your customers better, let's dive in. This worksheet is intended to help you understand not only the basic details of your customers, but also their goals, emotions, and how your solution can help them. The end result is your messaging.

Remember, meet them where they're at...and give them what they're looking for.





Who

IDENTIFY YOUR CUSTOMER

Job Title :

Industry :

Age :

Location :

Values:

What

GOALS & CHALLENGES

What are their overall goals?

What challenges does this customer face?

What fears or urgencies are they facing?

Your Solution:

How can you help them?

Why

WHAT HAVE OTHER CUSTOMERS SAID?

In the past, what have other customers said they have struggled with? (for more insightful findings, we suggest conducting customer interviews)

OBJECTIONS

What questions or reasons will they give to NOT purchase from you?

What's their role in the purchase process?

How

MESSAGING

Using the information above, what messaging should you use to market to this customer?

AUTOMATED MARKETING TACTICS

What tactics will need to be updated / created to support your new messaging? (website, content marketing, email marketing, online ads, social media...etc)

For more information on marketing strategies, visit

FridayMarketing.com

Or, if you're ready to get started now, schedule a time with us at:

FridayMarketing.com/appointment