HAVE A BUSINESS, BUT WHO’S YOUR TARGET?
While it’s natural to think that your customer exists to buy your product or service, it is actually the other way around: you exist for your customer.

You cannot be selfish and must put your wants and needs second to those of your customer (but only if they fit).
For you to succeed in business...

"YOU’VE GOT TO BEABLE TO SOLVE A VERY SPECIFIC PROBLEM FOR A VERY SPECIFIC PERSON."
PAINTING PORTRAITS
IDENTIFYING YOURSELF & YOUR CUSTOMER

- Know yourself first
- Know your customer
- Do those match?
- Is your brand compatible with your customer?
YOUR PORTRAIT

Your Future Self & Your Business

• Why does your business exist?
  • Why are you starting a business?
  • What do you want to get out of it?
  • What does success look like?
• How do you envision yourself at your business once it’s “arrived”?
  • What does your business look like?
  • How big will it be?
  • What is your role?
A DAY IN YOUR LIFE

- Think about your typical day. When do you work on your business?
- When do you sell or when are you open?
- Do you have to make your product?
- What about your other daily activities? Sleeping, eating, showering, driving/commuting, prepping meals, spending time with family, etc.
“THE MOMENT YOU SPEAK TO THE WORLD, YOU SPEAK TO NO ONE”
YOUR CUSTOMER PORTRAIT

Who is this person?

- Demographics: age, gender, location, income
- Emotional/psychographic: interests, skills, beliefs, values, passions, behaviors, hobbies
- Their problems & needs
- Why would they be interested in your product or service?
- What’s the conversation you would have with this customer?
• Now that you know who your customers are, you need to dig deeper.

• You need to know everything about them

• Think about a typical day in which your customer will use your product or service

• When does your product or service fit in? Why?
ASK YOURSELF

• What does my customer do on a typical day? In what order?
• Where does my customer work? What is their family situation?
• Where and when does my business fit in my customers day?
• When and how does the problem occur?
• How does my business provide a solution?
• Why does my customer need or want what I’m offering?
• Why does my product or service make sense for this customer?
• What motivates my customer to buy and who influences the decision?
Does your business persona and your brand relatable and attractive to your customer?
DO YOUR 4 P’S MEET YOUR CUSTOMER PROFILE

• Product
• Place
• Price
• Promotion

• Are there enough of this type of customer to keep your business going?
QUESTIONS?
NEXT STEPS
START SOMEWHERE, NOT EVERYWHERE

• Start with one customer purpose

• You may have more than one customer type but they all share a similar reason that brings them to your business

• Reach out to your current ideal customers to gain additional insight into what made them select your business over others. Conduct interviews, formally or informally, and ask them:
  
  • How did you originally find our company before contacting us?
  
  • Why did you originally buy from our company?
  
  • Why do you continue to buy from our company?
  
  • What do we do that others don’t?
THE CONVERSATION CONTINUES

• On Wednesday, this conversations will continue at 11:30am at Build Institute. In this session you’ll learn how to position you, your business and your brand above the competition by identifying market environment and establishing brand messaging

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