

Attract the Customers You Deserve

Think of a person who is already a great customer for you: what area do they live in?

What is their family status and profession?

How does their household income compare with the average?

What are they planning, bragging or complaining about?

If your clients are other businesses, answer these questions:

Think of a company that is already a great customer for you: What line of business is that customer in?

What's the approximate size?

Who makes the buying decisions for your product or service?

What's the problem they are trying to solve when buying your product?

What problems are you solving for these customers?

List at least three problems your good customer has that makes them ideal for your business.

What is the worst thing that could possibly happen to your clients if their problems aren't solved?

What is the best thing that can happen once their problems are solved?

Do you have success stories to illustrate how you help your customers?