

Customers are People, too

We have already covered the ideal customer, but in this step teens really connect their business to that customer. When those two things combine, there is a powerful thing that happens. This step and the next step come together for a powerful thing we call marketing. Make sure your teen has a good grasp of who their customer is and how their business works for that customer.

Your main job in this module is to support your teen and help them actually find out about their customer. Encourage them to dig and research into their customer and not settle for the easy answers. The more they do the work and dig down into these ideas in this module, the stronger their business will be and the better their success will last.

Buying phases

- Teens are looking at their business from the customer prospective in this module. Talk them through the customer buying process and help them come up with the basic answers for this process. Focus on one area of the business if there are more than one idea.
- Help the teen keep focused on the customer. Don't do any of the work for them. The better they think through this process the better they will do in the next module. This module is setting the stage, so it is important that they complete this process.

Customer Solutions

- Help your teen find FAQ's, blogs or forums that relate to your teen's specific business. Encourage them to look at different types of business related to their business.
- Encourage your teen to come up with at least 10 problems and solutions for their business. IF they come up with 10 problems and they have trouble finding solutions, this is a good thing. Businesses grow based on meeting the needs of their customer better than others.
- It is likely that they come up with more than 10 if they do some good research. Encourage them to look just a bit deeper than the surface answers. The deeper they think through the solutions and the more creative they are the better their business will be.
- **BONUS:** Do a brainstorming session (like the one from Module 1) to handle some of the solutions.

The Ideal Customer

- Help your teen find someone who is a good representative of their ideal customer.
- Look at your neighbors, friends, school, community center, church or wherever you can to find this ideal person. You have larger connections than your student, so pull some strings if you have and get your teen to the person that they need.
- It may be hard to identify this person. You may find the same age and type of person, but they have no need for something your teen's business. You will want to find another person that can better relate to your teen. Look for someone who 'needs' what your teen has to offer. It will be a good encouragement for them to talk to someone who would value their product. It will also help them to connect to their customer as they develop ways to reach out to their customer.