

# **YOUR MOST LIKELY TO BUY "FRIEND" OR THE IDEAL CUSTOMER**

## **FINDING OUT ABOUT MY NEW 'FRIEND'**

Go to at least 3 blogs that are written by people that might be a good customer for your product or service. To do this, go to Google, Yahoo or Bing, put the age and topic with the word "+blog" That will take you to blogs based on this type of person.

Look at the home page of each blog, what colors are represented on the pages? (Take note of any colors or common patterns.)

Look at the main page and the about page, what types of words are used? (Big, small, educated words, slang words, . . . .)

How are the articles written or what is the 'feel' of the words? (friendly, informative, lots of pictures, short articles . . . )

Did you notice any repeated words, phrases or topics?

## **DEFINING MY NEW 'FRIEND'**

My ideal customer is \_\_\_male \_\_\_female between the ages of: \_\_\_0-3 \_\_\_5-8 \_\_\_8-12  
\_\_\_12-18 \_\_\_19-25 \_\_\_25-35 \_\_\_35-45 \_\_\_45-55 \_\_\_60+ \_\_\_Other:\_\_\_

They are most likely to live in a(n): \_\_\_apartment \_\_\_mobile home \_\_\_modest home  
\_\_\_fancy home \_\_\_mansion \_\_\_Other:\_\_\_

They are most likely to drive a(n): \_\_\_economy car \_\_\_minivan \_\_\_fancy car  
\_\_\_truck \_\_\_suburban \_\_\_Other:\_\_\_

They are more likely to be involved in the following social activities:

\_\_\_running \_\_\_traveling \_\_\_cooking \_\_\_gaming \_\_\_Other:\_\_\_\_\_

They are more likely to be involved in the following causes:

\_\_\_feed the children type \_\_\_cancer awareness \_\_\_animal cruelty \_\_\_Other:\_\_\_

## **CREATE A BIO ABOUT YOUR NEW FRIEND**

Take the ideas from your research and put in some details about their life as if they really were a friend of yours: what year is their car, what part of town do they live in, what is their family like, what kind of hobbies do they have, what kind of books would they read . . . identify who this customer is and 'how' they think. The more 'real' this person is in your head, the better you will be able to connect with them as you begin developing your business idea.

My ideal customer's name is: \_\_\_\_\_  
(attached is a picture of what this person looks like)

Here is what I know about their life:

(on the back or on a computer, write out a description of your ideal customer as if you were describing your friend. You can take it a step further and pretend you have a page from their diary. Write in 'their' voice and talk about their day, their struggles and their hopes/dreams.)