

The logo for EMyth features the text "EMyth" in a bold, black, sans-serif font. The text is overlaid on a graphic consisting of three overlapping, stylized arrow shapes pointing to the right. The top arrow is blue, the middle one is orange, and the bottom one is green.

**EMyth**

MARKETING

# Solving the Growth Paradox:

*Ideal Customer Profile*



MARKETING

# Discovery Questions

1.

Can you list 2 or 3 examples of current instances or past experiences when you responded to customer requests or took work that you knew was outside the bounds or conflicted with your brand and/or core competencies?

Think about your experience in meeting those requests or doing that job. Consider whether you regretted it, lost money or were frustrated by the extraordinary demands.



2.

How have these previous experiences of work that conflicts with your brand changed your attitude or approach to generating new business?

Often, these types of frustrating experiences formulate particular ideas or attitudes that can either help us generate new business or hinder it if it's not delved into and cleared up.



3.

How comfortable are you saying “no” to requests or business opportunities that you feel are not in alignment with your brand?

How you relate to this idea — of turning down less than ideal customers or segments that just don't work — is important to getting more comfortable with saying no.



4.

How do you describe to others what your business does? When asked what you do, how do you explain it?

Answering this question in tangible terms will help you develop your ideal customer profile. Keep in mind the differences in the way you understand your product or service and the way in which your best customers understand what it is you are providing them. Get in the habit of looking at your business from the customer's perspective.



5.

When people contact your business for the first time, what is it that they ask? Think about those first calls or inquiries. How do they express what they need?

Consider this example: when someone calls a chiropractor, do they ask if she provides musculo-skeletal adjustments or do they report that they are in pain and unable to move their head? The point here is that, from this customer's standpoint, the product they are seeking is not what you know you provide, but rather, relief from pain. So, in this case, relief from pain is your product.



6.

Now, who do you believe is your ideal customer? Why?



7.

Given your particular business/service/products, what are the key demographic characteristics that might be significant?

Think about all the demographic information that would help you understand how to reach the right customers and how to best market to them. Identify those that are important to your business.



8.

Use the example and the table below to organize the characteristics of your ideal customer. Once this is completed, begin to look at how your business caters to this market (or not).

Your strategic development work should be focused on making your business appeal more to your ideal customer.

**Example:**

<b>AGE</b>	40 to 55
<b>GENDER</b>	Couples; female is primary decision maker
<b>OCCUPATION</b>	Managerial, professional, sales, business owners
<b>INCOME</b>	Over \$80,000 annual household income
<b>EMPLOYMENT STATUS</b>	Employed; high proportion of two-earner households
<b>EDUCATION</b>	College degree; high proportion of graduate degrees
<b>MARITAL STATUS</b>	Married
<b>FAMILY STATUS</b>	Traditional families with children
<b>LOCATION</b>	Boston Metropolitan Area
<b>RACE</b>	Not relevant
<b>ETHNICITY</b>	Not relevant
<b>PHYSICAL CHARACTERISTICS</b>	Not relevant

**Your Ideal Customer:**

<b>AGE</b>	
<b>GENDER</b>	
<b>OCCUPATION</b>	
<b>INCOME</b>	
<b>EMPLOYMENT STATUS</b>	
<b>EDUCATION</b>	
<b>MARITAL STATUS</b>	
<b>FAMILY STATUS</b>	
<b>LOCATION</b>	
<b>RACE</b>	
<b>ETHNICITY</b>	
<b>PHYSICAL CHARACTERISTICS</b>	