

PR
BY
YOU

No.04

FIND YOUR IDEAL CUSTOMER

@RARAPR

#PRBYYOU

RARA PR

FIND YOUR IDEAL CUSTOMER

A discovery facilitator to help you find the people who need what you've got most.

KIND PR

Fostering good working culture for PR pros by advancing PR knowledge. We also consider what we PR and its impact on the planet.

SUSTAINABLE PR

Sustainable, accessible, slow and eco friendly PR. raraPR is as much about democratising PR as it is about conscious PR.



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JADE ROBERTS

THE PEOPLE WHO HAVE BEEN
WAITING FOR YOU AND YOUR
BUSINESS ARE OUT THERE
SOMEWHERE, YOU JUST NEED TO
FIND THEM. PR WILL HELP YOU DO
THIS. AND IT STARTS WITH
UNDERSTANDING YOUR IDEAL
CUSTOMER.

INTROSPECTION

If you can articulate your value then you can have incredible impact. But value is subjective. This means value is in the eyes of the beholder. And who do you think is likely to consider what you've got to give, to be valuable?

Well... that's easy. Someone like you. Just like you. After all, we are drawn to our friends because we share similar values. And it is within those values that we determine what we value. We see qualities in them that we hope to have in ourselves.

Therefore one of the best ways to discover your ideal customer and target audience is to; mirror, mirror on the wall.

Yes, introspection is what we shall do. This is the examination of one's own conscious thoughts and feelings. The process of introspection is important to unearthing your ideal customer. It relies on observations of one's behaviour, potential thoughts, psychographic profiling and collectively it leads you closer to identifying just who might want what you have so that you can speak to them. Directly to them and in service for them.

GLOSSARY

TARGET MARKET

Target Market is more general and an overarching category group for your audience. For example 'women in Melbourne, over 25 who appreciate art.' This is a Target Market; or in other words a grouping of people to direct a marketing strategy to. To drill down on details about their behaviours, values, income, location, shopping patterns etc. would define the target audience.

IDEAL CUSTOMER

You can have different ideal customers/clients. You might have a high end product or service and a lower end of the spectrum product or service which targets two or possibly three different ideal customers. You might also have a B2B element of your service as well as a B2C stream of service. That's ok but it's important to take time to understand these very different ideal customers and adjust your messaging accordingly while sticking with a consistent brand voice.

AVATAR

A description of your ideal customer. Your muse. The avatar doesn't make assumptions like a Target Market does; it defines in detail the known behaviours of your ideal customer. It's a profile description that goes into great depth about that one person, for the purposes of servicing them with precision. Or at least to much greater marketing effect.

TARGET AUDIENCE

Your people. Your tribe. The people who will most benefit from your product or service based on the value it brings. Target Audience refers specifically to a group of consumers you want to target. This includes consideration to their consumer behaviours and psychographic profiling.

USP

USP stands for Unique Selling Proposition. How is your business unique, why does it matter, and what is its point of difference?

Getting clear on your USP provides clarity on the problem your business solves and whose problems they are which leads you to your ideal customer and helps set the tone of your messaging.

YOUR WHY/PURPOSE

Knowing why your business exists and being clear on the ultimate impact you want it to have on the lives of others is incredibly important to reaching your ideal customer. Your WHY is not the vision.

The WHY (foundations of a home for e.g.) is the cause its dedicated to. The VISION is what the house will look like when it's complete. The MISSION is how you will build and style the house.

PSYCHOGRAPHIC PROFILING

Psychographic profiling is psychology based information about buyer habits. This type of market and audience segmentation considers personality, values, attitudes and lifestyles.

Psychographic profiling involves dividing a market into segments based on behaviours, attitudes and interests rather than defining and less fluid things such as age, gender and geographic location.

Demographics define details of a factual nature including age, gender, income, ethnicity and culture; whereas psychographics are personality and behaviour based.

TONE-OF-VOICE

Just in the same way you might share one message differently depending on who you're speaking to; tone-of-voice is changeable but should be defined for you business and its various communication platforms. i.e. light-hearted, entertaining, authoritative, educational, witty, approachable.

Tone-of-voice helps to build emotional connection with your audience through expression and can change slightly depending on the situation and platform.

FACILITATOR

Find your ideal customer discovery process worksheet.

What are your services, products, skills?

List the products or services you offer that you love most. The ones that give you energy and not take energy. These are the ones that you should focus on PRing. Because what you love most, will help you carve out a micro niche for what you do and allow you to reach your ideal client more easily. You'll also get to do more of what you love. Win, win.

Who can benefit from your product and services most? Align target audiences and Avatars to each service. Quickest way in most cases, is to describe yourself.

FACILITATOR

Find your ideal customer discovery process worksheet.

What do you want to do more of? What do you want to do less of?

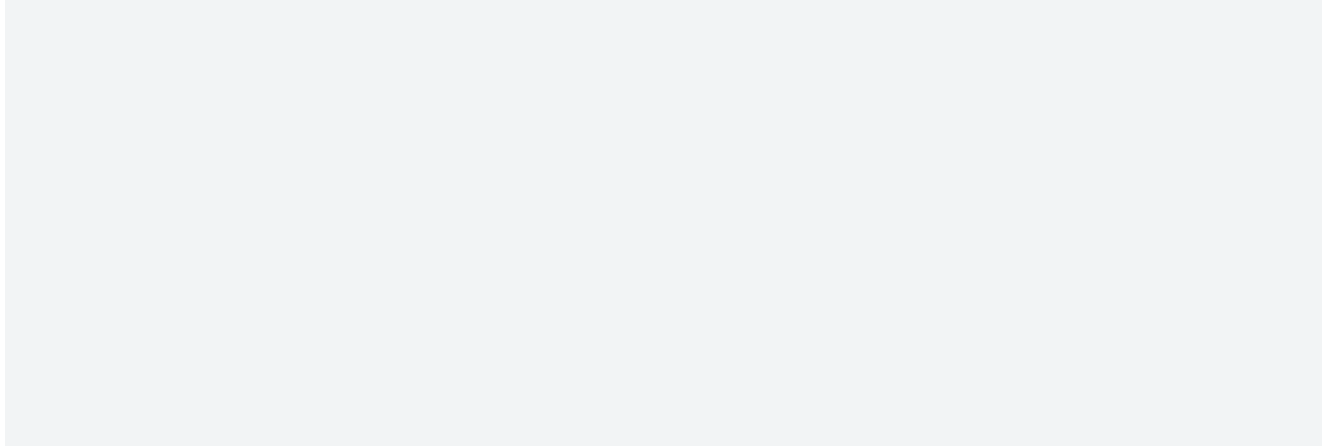
What does your ideal work day look like? Visualise your dream day at work.

What do you do differently to your competitors? How is what you do better than what's already out there?

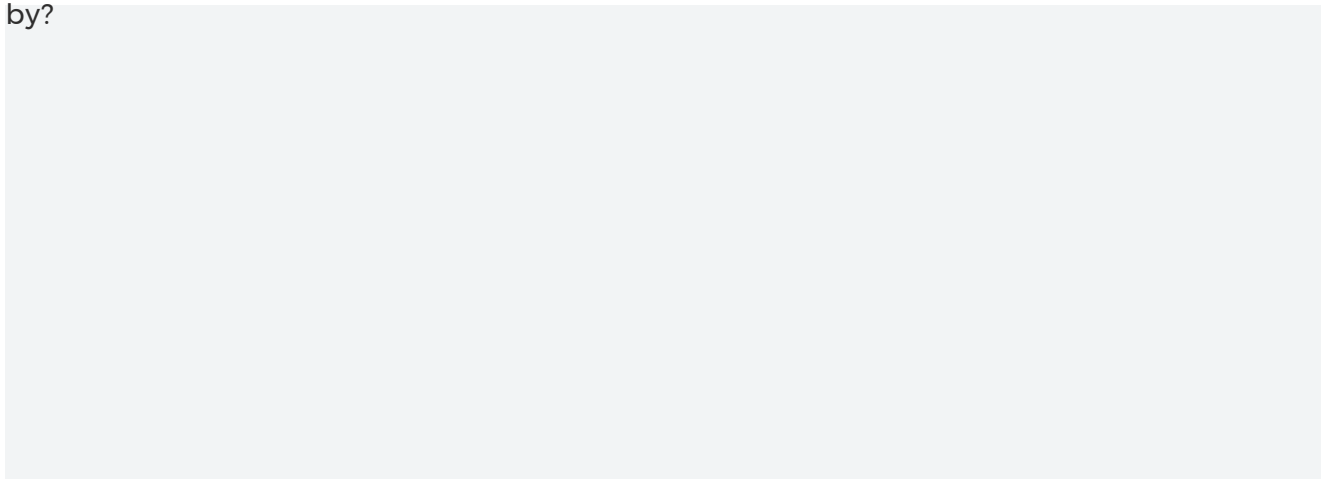
FACILITATOR

Find your ideal customer discovery process worksheet.

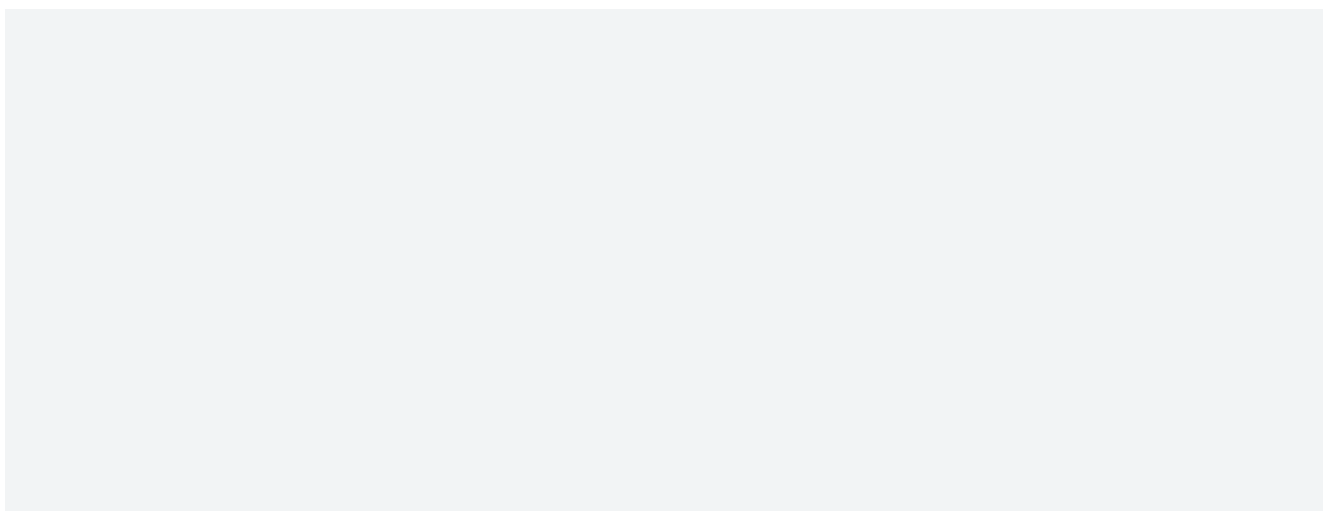
How do you want to feel when you interact with your clients? How do you want them to interact with you? What do you want them to value and how?



Who do you want to work with? Who do you feel most connected to and appreciated by?



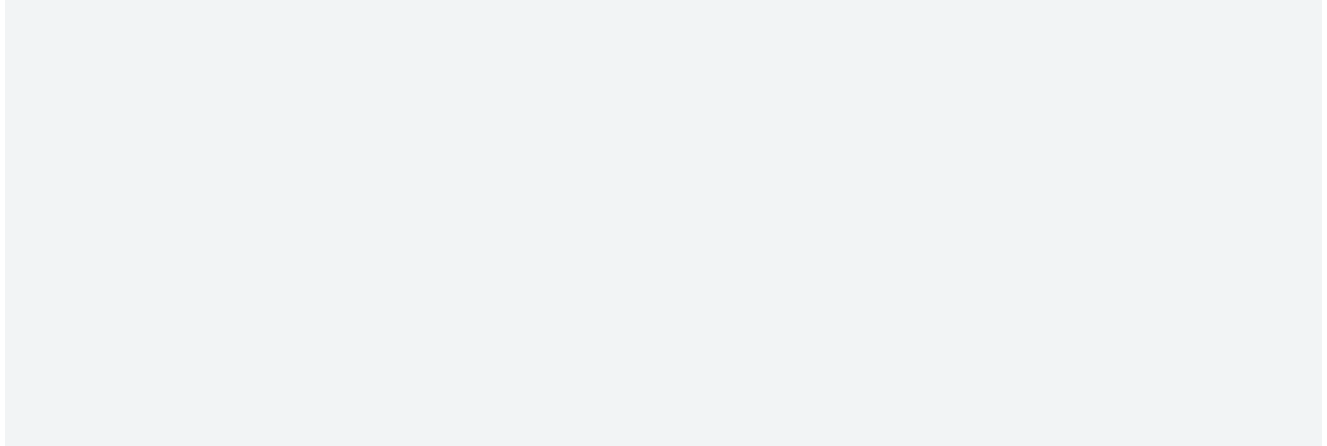
Describe a past client experience that felt really positive for you. What did they appreciate most about you?



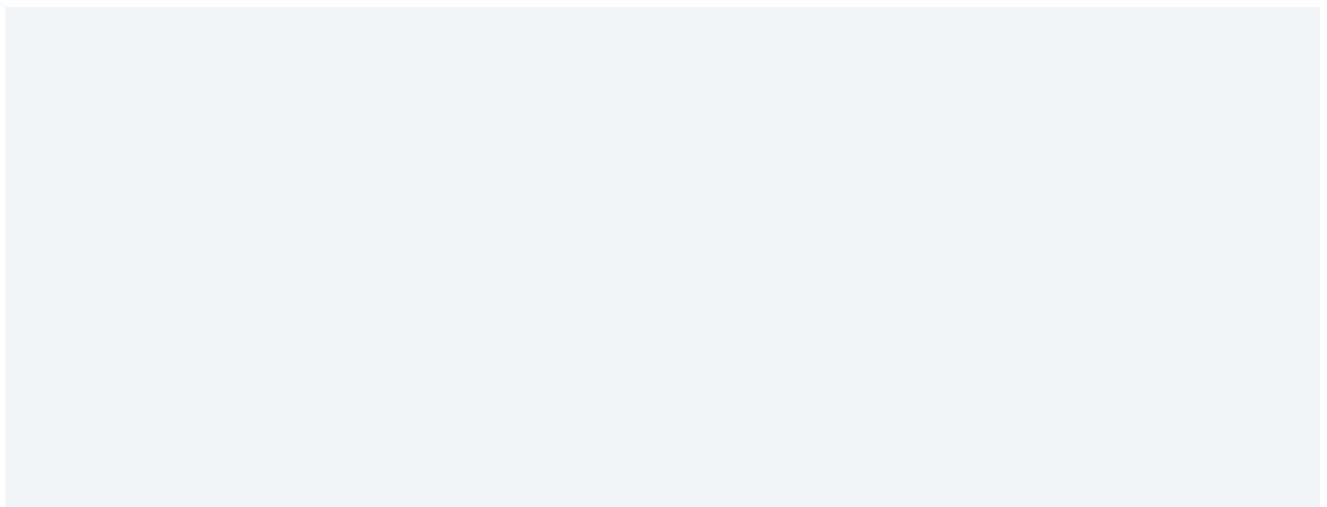
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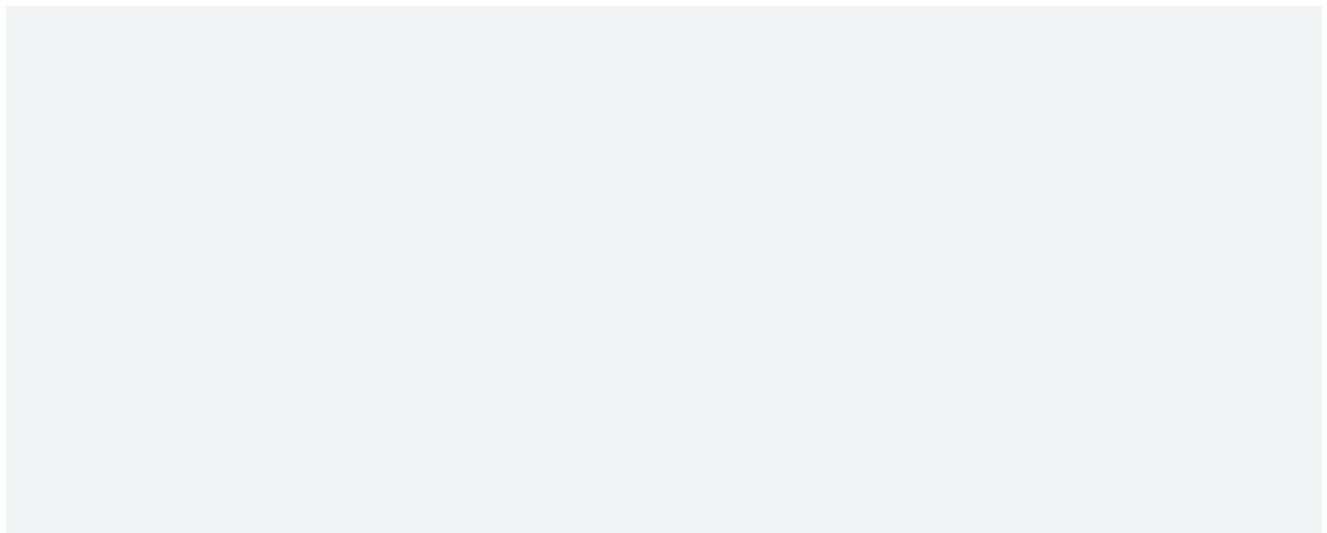
How did the client/s who you had the most positive client experience and interactions with come from? How did they find you? Where would you find more of them?



What does your ideal customer value?



Describe the characteristics and personality traits of your ideal customer?



FACILITATOR

Find your ideal customer discovery process worksheet.

Do you sell to different people in different areas? List the locations you currently do business in and what area/s you would like to expand in.

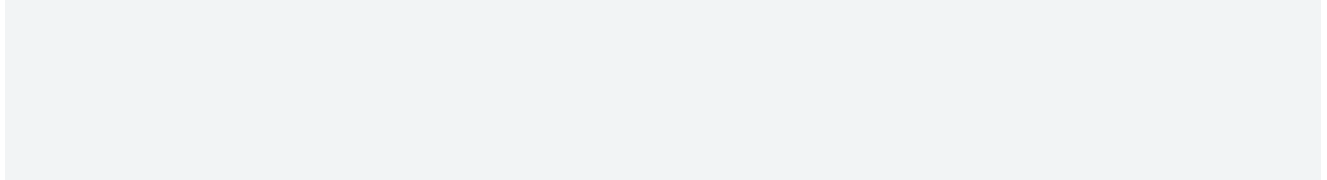
Do you have various products at different price points that service different ideal customers? List them.

How are your ideal customers similar? What are the cross overs in values, characteristics, location and lifestyle?

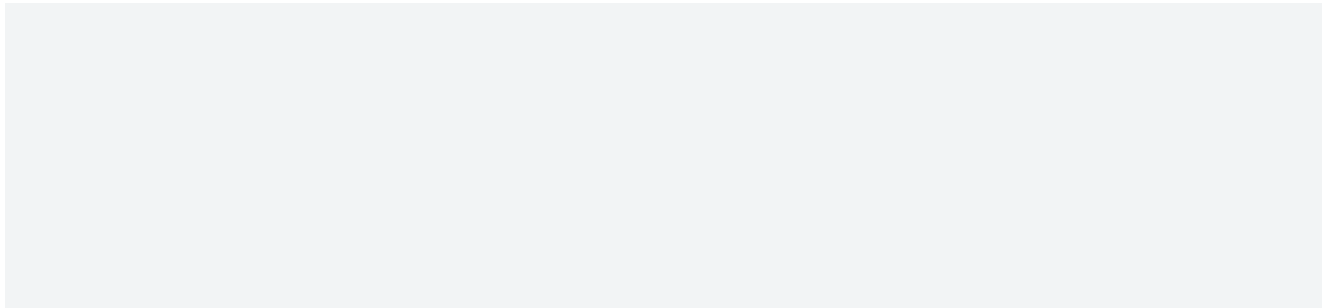
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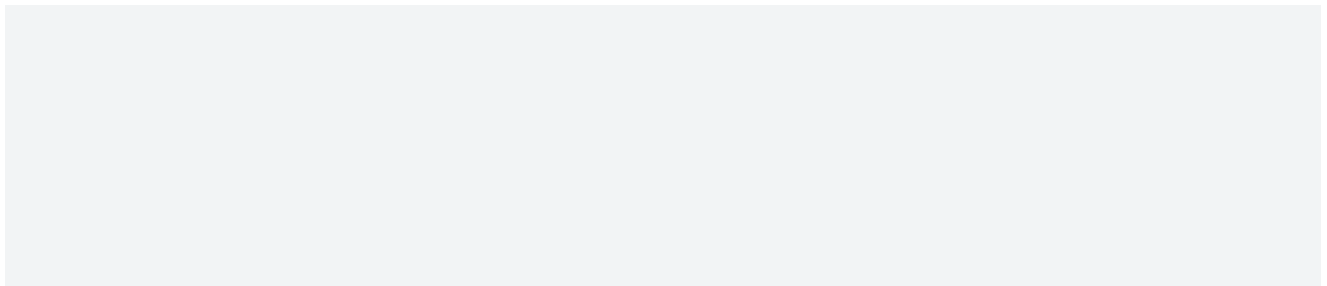
Are they typically male/female? What age? Where do they live?



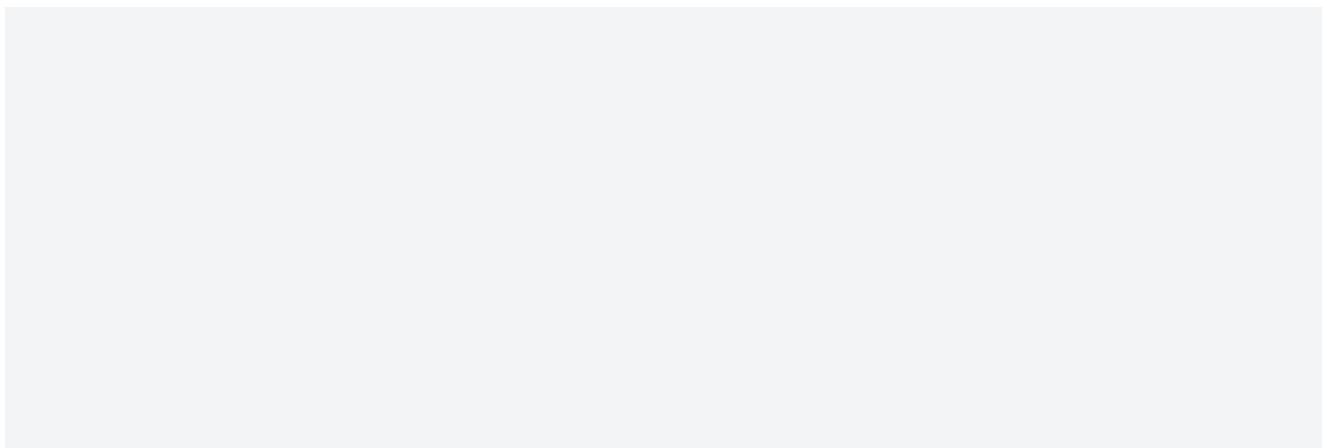
Are they generally married, single, do they have kids, grandkids; consider the defining traits of their family and cultural background.



Take some time to consider the likely income of your ideal client? Do they work? Where? What position are they likely to have? What would their total household income be and ideal disposable income?



What do they do in their spare time? What are their hobbies and interests? Favourite media outlets? Favourite TV shows, books, magazines?



FACILITATOR

Find your ideal customer discovery process worksheet.

What are their technology habits? These are called Technographics and they consider how your audience interacts with software, various devices and all things technology.

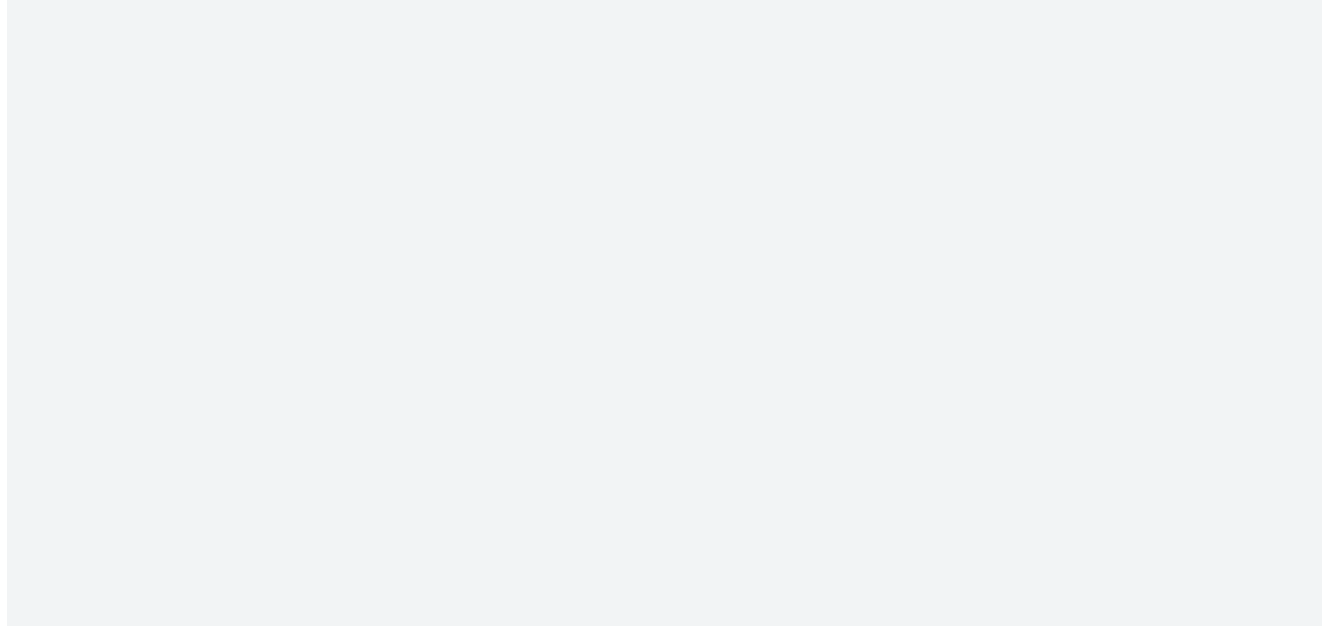
Where do they consume most of their information that would lead them to your business? Print, TV, radio, online, social media and specifically what outlets.

Now let's consider shopping habits and lifestyle. Where do they shop for food, clothes, experiences? What do they buy often and where? Where do they go on holiday and what did they do? What brands are they most loyal too and why?

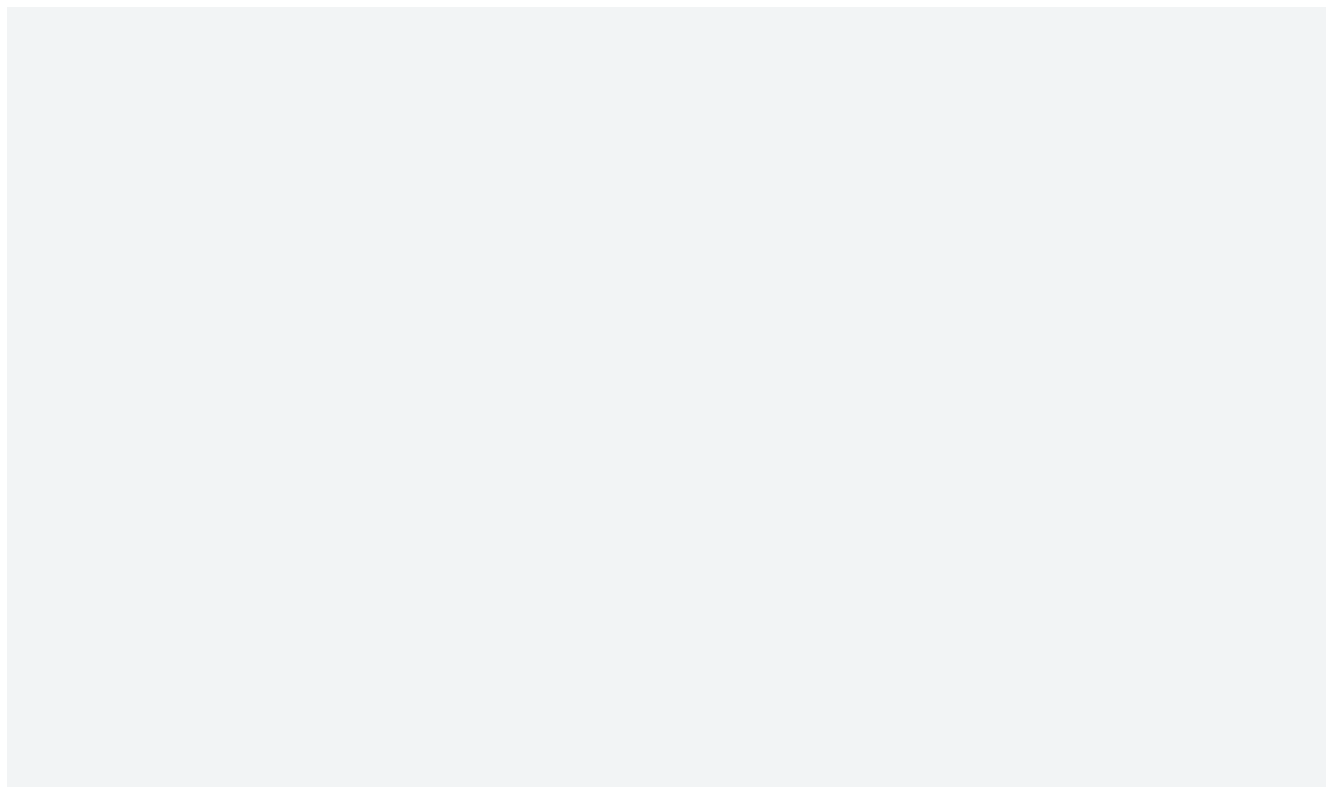
FACILITATOR

Find your ideal customer discovery process worksheet.

What do they value and what are they most passionate about? What are they proud of? What do they want to be known for in life? What's important to them? Describe their personality? What do they most desire - their aspirations for home life and career?



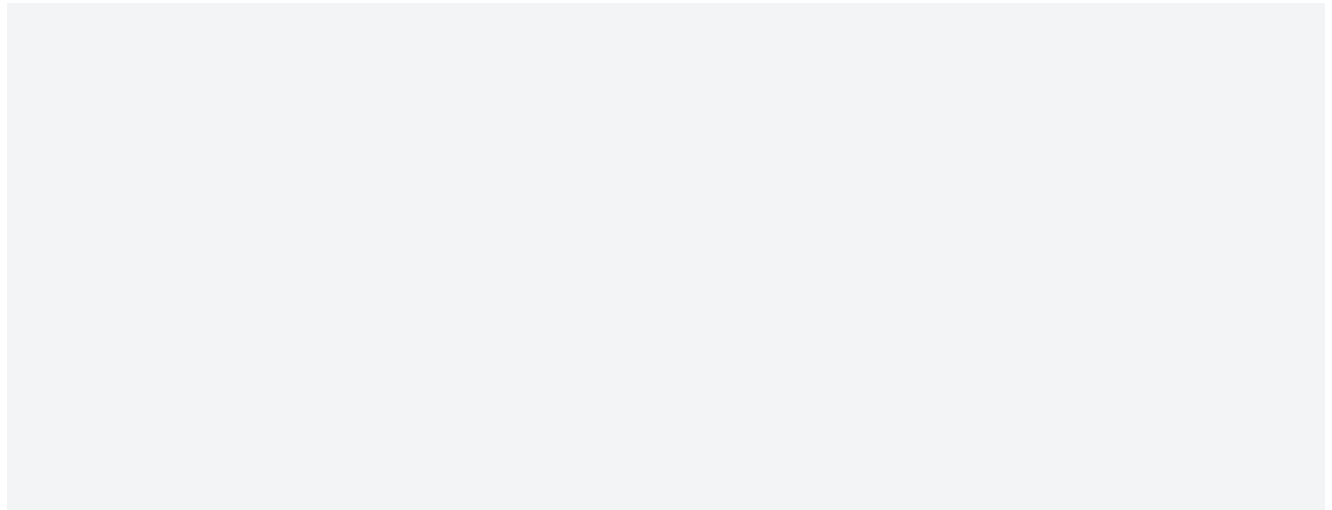
What challenges and problems do they face that your business can help solve? List their problems, their struggles, their pain-points. What makes them feel overwhelmed or frustrated? What's holding them back from reaching their goals?



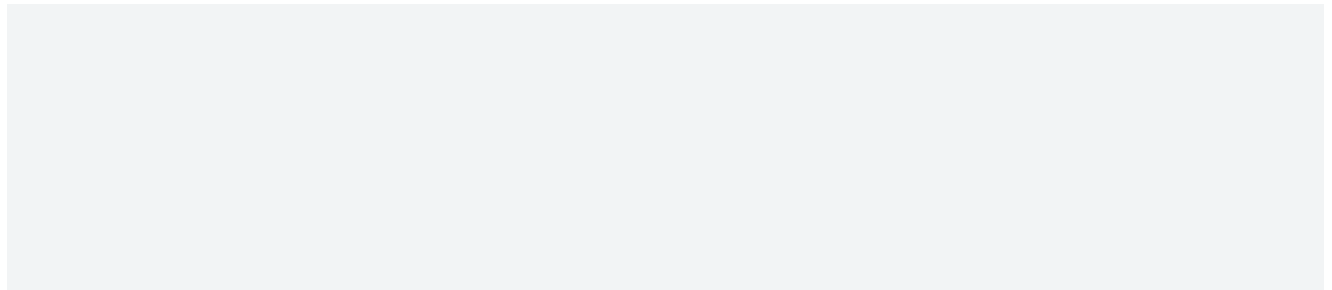
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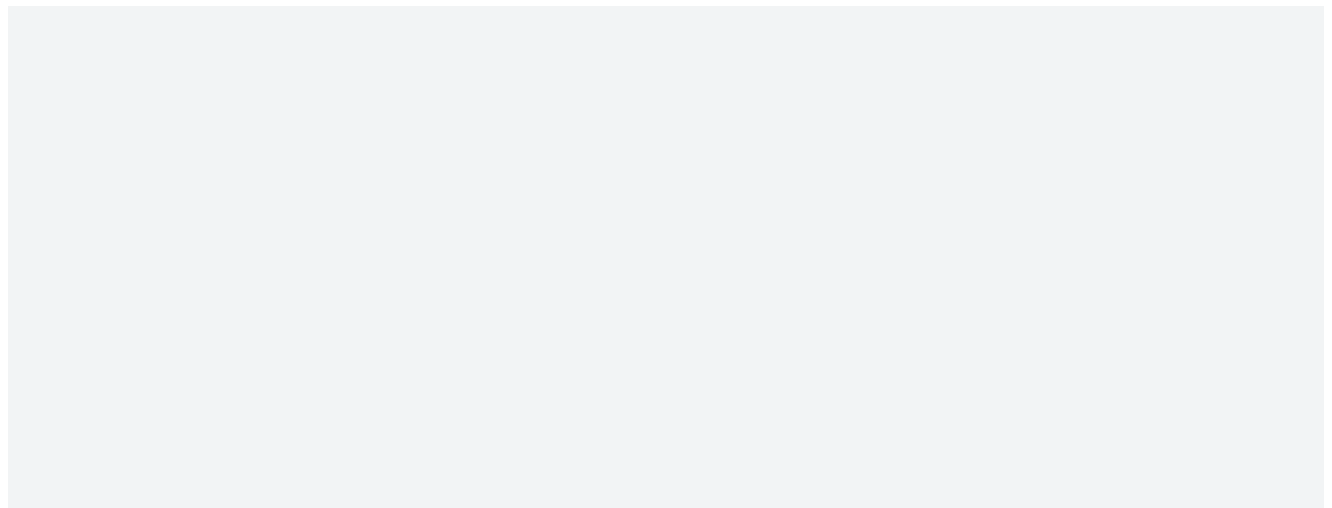
What tone-of-voice and type of language do they connect and resonate with? Consider the type of publications they consume which will help you identify this.



What process do they go through to make a purchase? Are they researched and considered? Do they compare brand options? Are they selective or fast action oriented?



What type of buyer are they - An innovator? An early adopter? An early majority? A late majority? Or slow and resistant to change?



GET TO KNOW YOUR AUDIENCE

Now that you have filled in the prompts about your target audience; review your answers and start building ideal customer profiles at least one no more than three.

The data in the worksheets help you to make decisions about your price point, the social channels you choose, targeting strategies that are important and the branding and language you need to appeal to them.

Look for patterns in your data before filling out the next worksheet and try to be as specific as you can. It's a great idea to repeat this exercise a few times during the lifetime of your business; as your business evolves over time so too can your ideal customer.

FINDINGS

EVALUATE YOUR DATA: Fill in the prompts

WHO ARE YOU TARGETING? YOUR IDEAL CLIENT

Their name

Their age

Their gender

Their marital status

Do they have children?

Where do they live? Location and type of home?

What do they do for work? And where?

Annual income and household income?

Are they brand loyal? Who influences them?

FINDINGS

EVALUATE YOUR DATA: Fill in the prompts
WHO ARE YOU TARGETING? YOUR IDEAL CLIENT

Core values

Personality traits

Holiday destination/s

Experiences they seek

Media they consume

Devices they use/technology behaviours

Personal career and home goals and desires

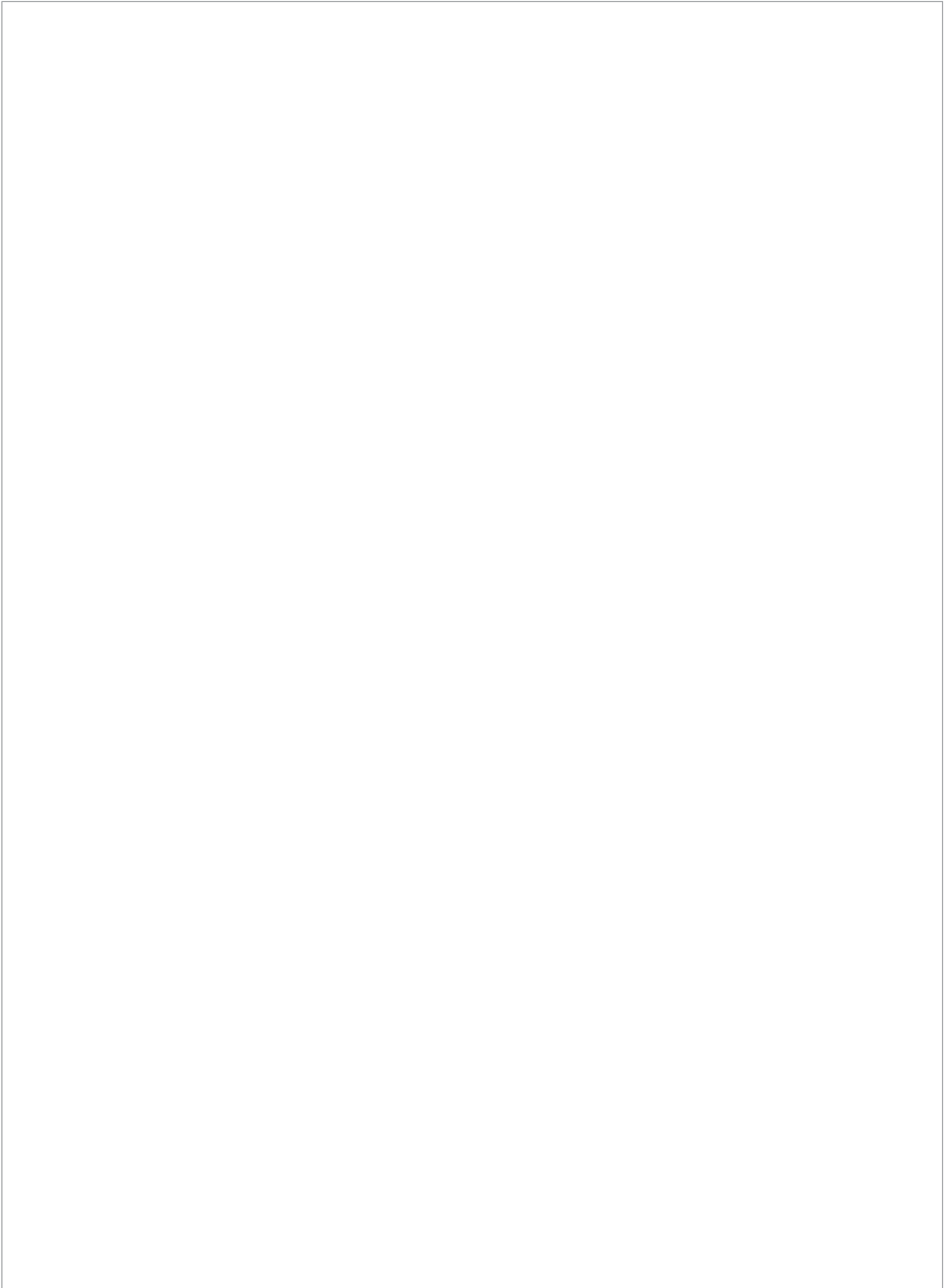
Key challenges they face and problems they have

What do they love and loathe?

IDEAL CUSTOMER

Using the data from the previous pages, write out an avatar profile descriptor for your ideal customer. Be sure to include demographic as well as psychographic details. At the end of the day there's no exact science to target audience identification and segmentation; but repeating this process a few times will help you get more clarity on who needs you and your business most. Spend as much time as you need on ideal customer discovery until you feel comfortable with not only who you're targeting but the product and service you're delivering to them.

IDEAL CUSTOMER

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the student to write or draw their response to the worksheet title.

FIND YOUR IDEAL CUSTOMER CHECKLIST

- MAKE A COPY TO SAVE ORIGINAL
- WORK THROUGH ACTIVITIES AND LESSONS
- CROSS CHECK, REVIEW, DISTIL
- DELETE PAGES NOT NEEDED
- PAT YOURSELF ON THE BACK. THIS IS AN IMPORTANT STEP TO BUILDING STRONG PR FOUNDATIONS AND REACHING THE HEARTS AND MINDS OF PEOPLE WHO NEED WHAT YOU'VE GOT MOST.

GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

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raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

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