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Ideal Customer Exercise #asaleadaychallenge

Is your ideal customer male or female?

Male Female

How old is he/she?

What city, state and country does he/she live in?

What ethnicity is he/she?

What is his/her relationship status?

Does he/she have any kids? If so, how many?

What does he/she do for work?



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Where does he/she work at?

Is he/she satisfied and/or happy at his/her workplace?

What is his/her income level?

What is his/her religious preference?

What is his/her political preference?

What are his/her interests and hobbies?



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What are his/her values?

What is his/her personality like?

What types of blogs or magazines is he/she likely to read?

What music does he/she like?

What books does he/she like?

Does he/she like travelling? If so, where?



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What devices does he/she own? Do they use Apple or Pc or Android?

Who are his/her role models?

What is his/her general opinion of people in your profession?

What does he/she spend their time doing when they are online?

What social issues are likely to affect him/her?

What would make him/her trust a new brand/product/shop?



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What are three questions he/she is most likely to ask you about your product?

List the top three reasons he/she might follow you online on social media

What is his/her attitude towards life?

What is his/her biggest fear in life?

What is his/her biggest dream in life?