

## STRATEGY

# Ideal Customer Behavior

Fill in each section with characteristics that apply to your ideal customer starting with attributes they must have and progressing to attributes that make them ideal. The purpose of this exercise is to develop the most complete picture of your ideal customers so that you might develop content and messaging focused on attracting more of them.

Company

URL

## Must Have

## Nice To Have

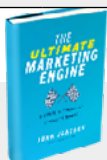
## Ideal To Have

This column is to be a list of the attributes your customers must have. For example, if you provide services to homeowners, they must own a home. If you are a local business, they must live in a certain location. Many of these attributes are referred to as demographics.

This column begins to narrow the focus by adding elements that you have discovered are nice to have in a customer. For example, if you own a lawn service, maybe you've found that dual working couples is not a must, but makes for more need for your service.

This is the column that truly defines the attributes of your best customers. This is more about behavior than anything else. For example, a business owner who invests in their community or industry might view what you do as an investment vs. cost.

Age, income, stage in life	Opportunities for repeat business	Doesn't haggle over price
	Convenient to work with	Passionate about their business
	Motivated to act now	Refer others to you
	Shows appreciation	The right amount of patience
	Expects quality	Can embrace change
Industry, size, buyer	Gives feedback	Values trust
	Sense of humor	Values fairness
	Responsive	Takes advice
		Single point of contact
		Active in their community
Right problem/need		Involved in their industry
		Collaborative and cooperative
		Pays on time



## Must Have

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Nice To Have 🌟👍

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*Ideal To Have* 🌟👍🌟

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[illegible]