

Create a Customer Profile

Use this worksheet to help you come up with common, identifiable characteristics for your customer base. This is by no means a complete list, so you may need to add other characteristics specific to your business.

General:

My customer is:

- a corporation
- a consumer

My customers are located:

- in my town or city and neighboring towns (local)
- in my state and surrounding states (regional)
- anywhere in the United States (national)
- anywhere in the world (international)

Buying decisions are based primarily on:

- price
- quality
- service
- convenience
- other _____

How often do they buy your product:

- daily
- weekly
- monthly
- quarterly
- annually
- on-demand

What need does your product fill for your customers?

How is that need currently filled?

Consumer:

Age

- Child
- Teenager

- College Student/Recent Grad
- 25-35
- Baby Boomer
- 50+
- Senior Citizen

Gender

- male
- female

Disposable Income

- limited
- moderate
- abundant

Lifestyle

- Yuppie
- Workaholic
- Generation X
- Family-oriented
- Retired
- Other_____

Corporate

The job title and department of the person making the buying decision are:

His/her responsibilities (relevant to purchasing your product or service) include:

What specific industry/industries are you targeting?

Is the buying decision for your product or service made by:

- an individual
- a department
- a team
- other_____

My corporate customers typically by this product:

- directly
- through wholesalers
- through distributors
- through retailers
- other_____

Size of Business

- Small Business
- Mid-sized firm

- **Corporation**
- **Multinational**