


WHO IS MY IDEAL CUSTOMER/CONTACT?!

<p>What do they do for a living? What is their job title? What sort of education and qualifications do they have?</p>	<p>Give your Customer a name, age and sex! Are they married? With children/pets?</p>	<p>Name three challenges or things that cause them 'pain' that you can help them with</p>
<p>What do they earn? Where do they live? What type of house? Where do they shop?</p>		<p>What are their biggest fears, at work, at home, in life?</p>
<p>What do they hope to achieve in the next 5 years?</p>	<p>What are their hobbies/interests? Where do they go on holiday?</p>	<p>What media do they see, from TV to print, magazines, digital? What TV programmes and films do they like?</p>