

LOVE YOUR

Baking Business

Workshop a

Thursday 4th February 2021

UNDERSTANDING YOUR CUSTOMER

Who is your perfect person?

What is their name?

Age

Where do they live?

Do they have kids? How many? How old are they?

Are they married?

What social media platforms do they use?

What groups are they in?

What types of things do they strive for?

UNDERSTANDING YOUR CUSTOMER

Who is your perfect person?

What are their values?

What do they do on weekends?

What do they watch? Read? Listen to?

What do they actually want?

UNDERSTANDING YOUR CUSTOMER

Who is your perfect person?

What do they struggle with the most?

What is their perception of quality?

What makes them happy?

What are their external emotions / frustrations?

UNDERSTANDING YOUR CUSTOMER

Who is your perfect person?

What are their internal emotions / frustrations?

Jot down any other ideas or thoughts about your perfect customer here.

By understanding the person who our product is aimed toward we can find them easier, talk to them, help them solve their problems and create solutions for their frustrations.

'Don't find customers for your products, find products for your customers'

Seth Godin

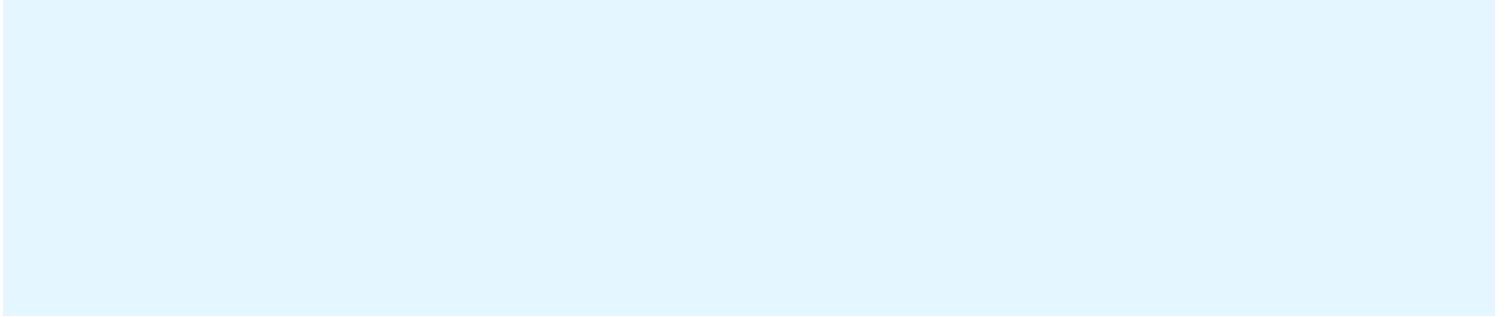
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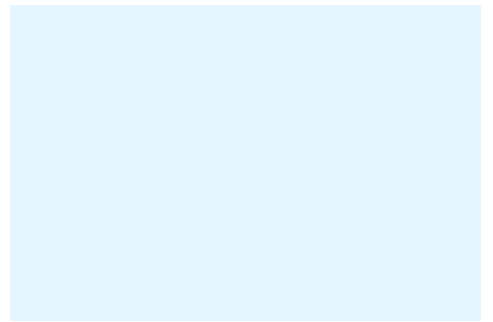
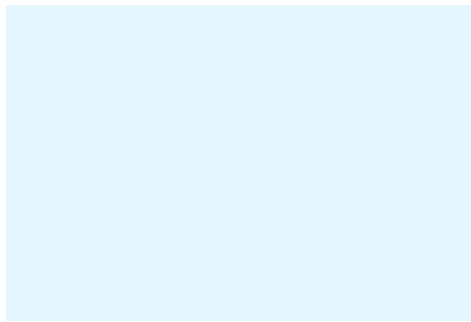
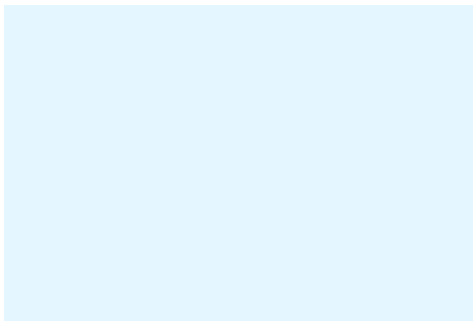
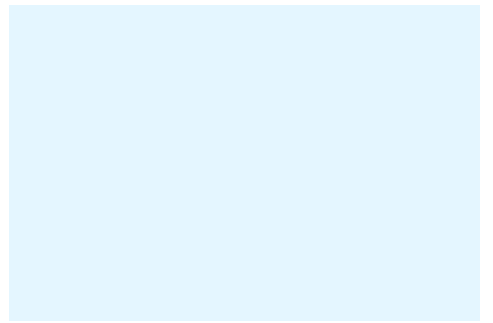
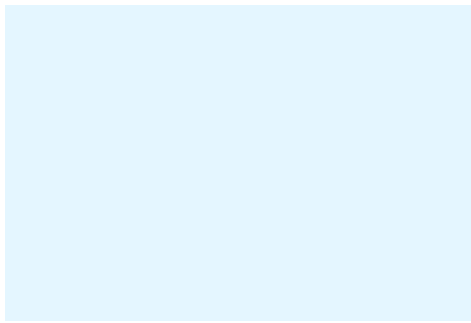
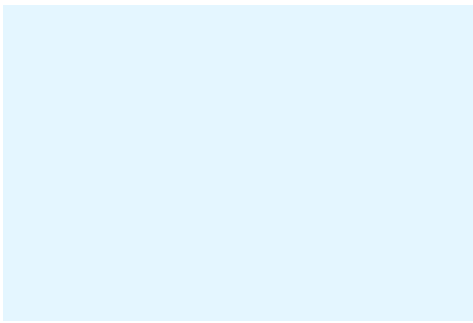
BOOTCAMP

UNDERSTANDING YOUR CUSTOMER

Why this matters



Some of my best tips for creating engaging content



This page is for additional notes or questions that came up for you during this class.

