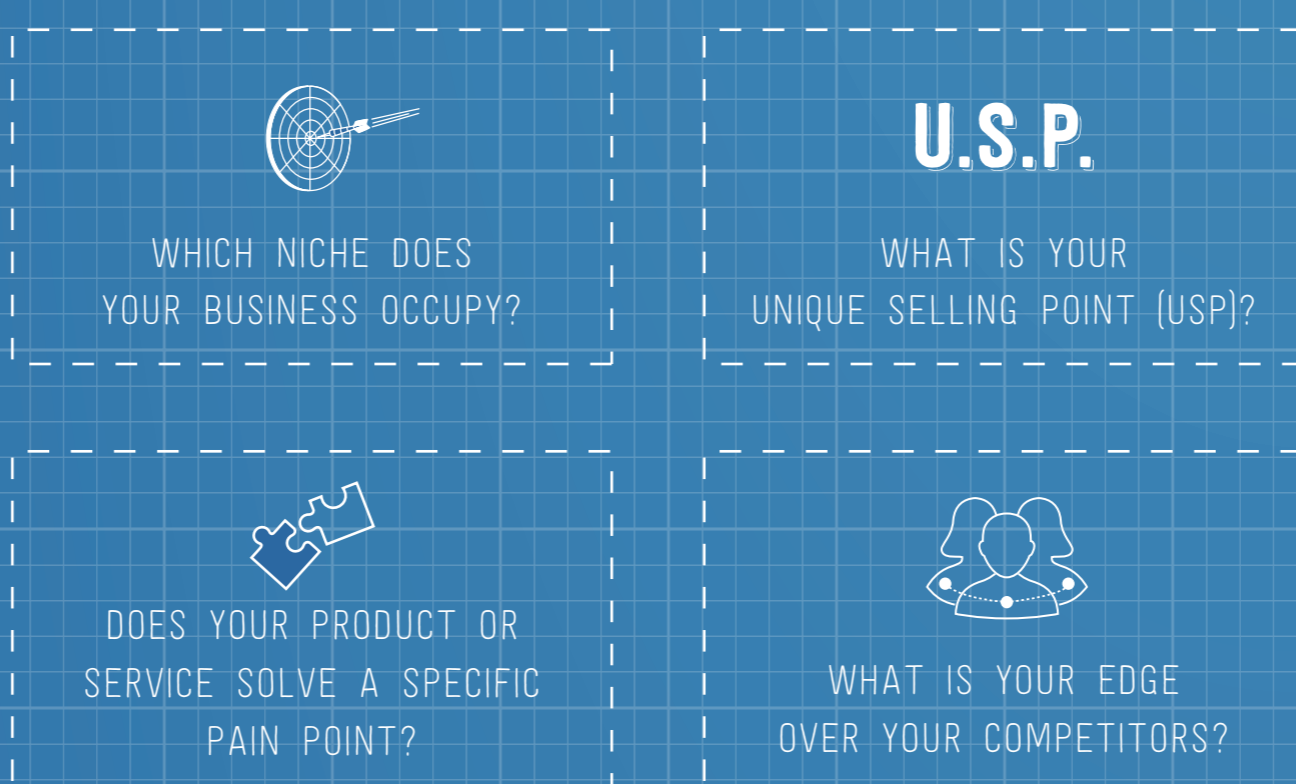


## - HOW TO - DEFINE YOUR PERFECT CUSTOMER

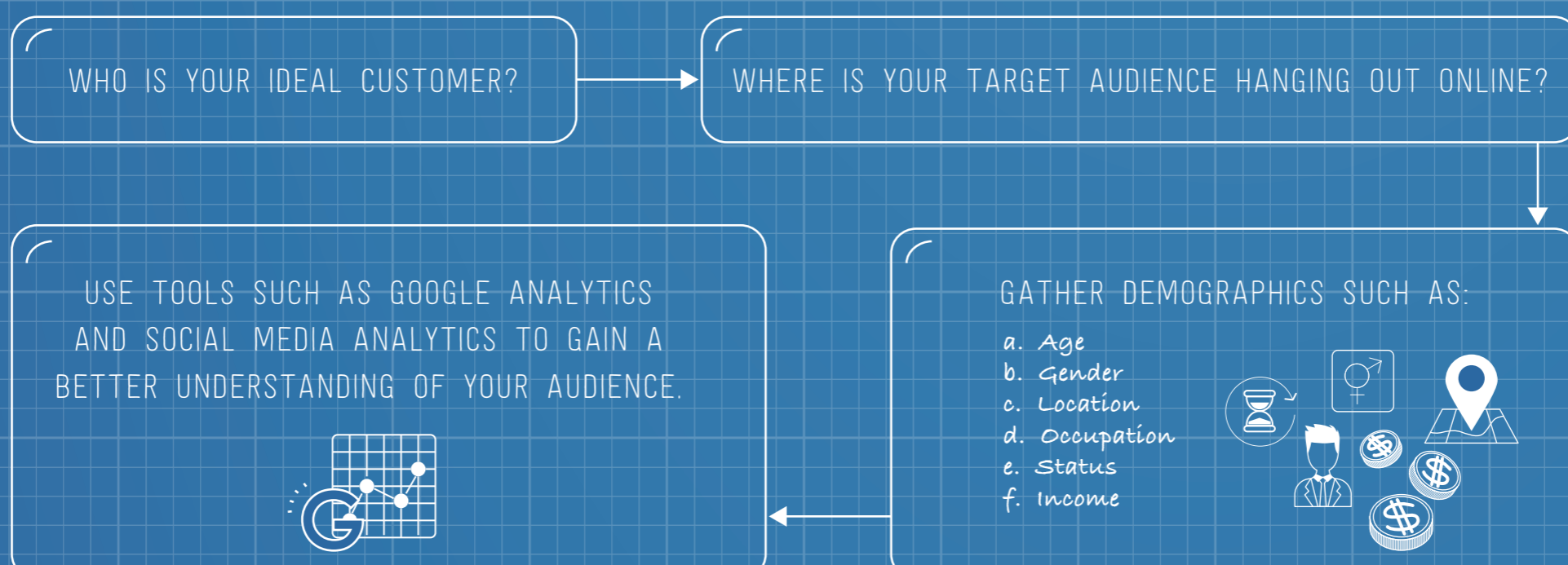
### WHAT YOU ARE ALL ABOUT?

BEFORE YOU START TO BUILD A 'TRIBE' OF CUSTOMERS, YOU NEED TO DETERMINE WHAT YOU CAN OFFER THEM AND IF IT CAN TRULY HELP THEM.



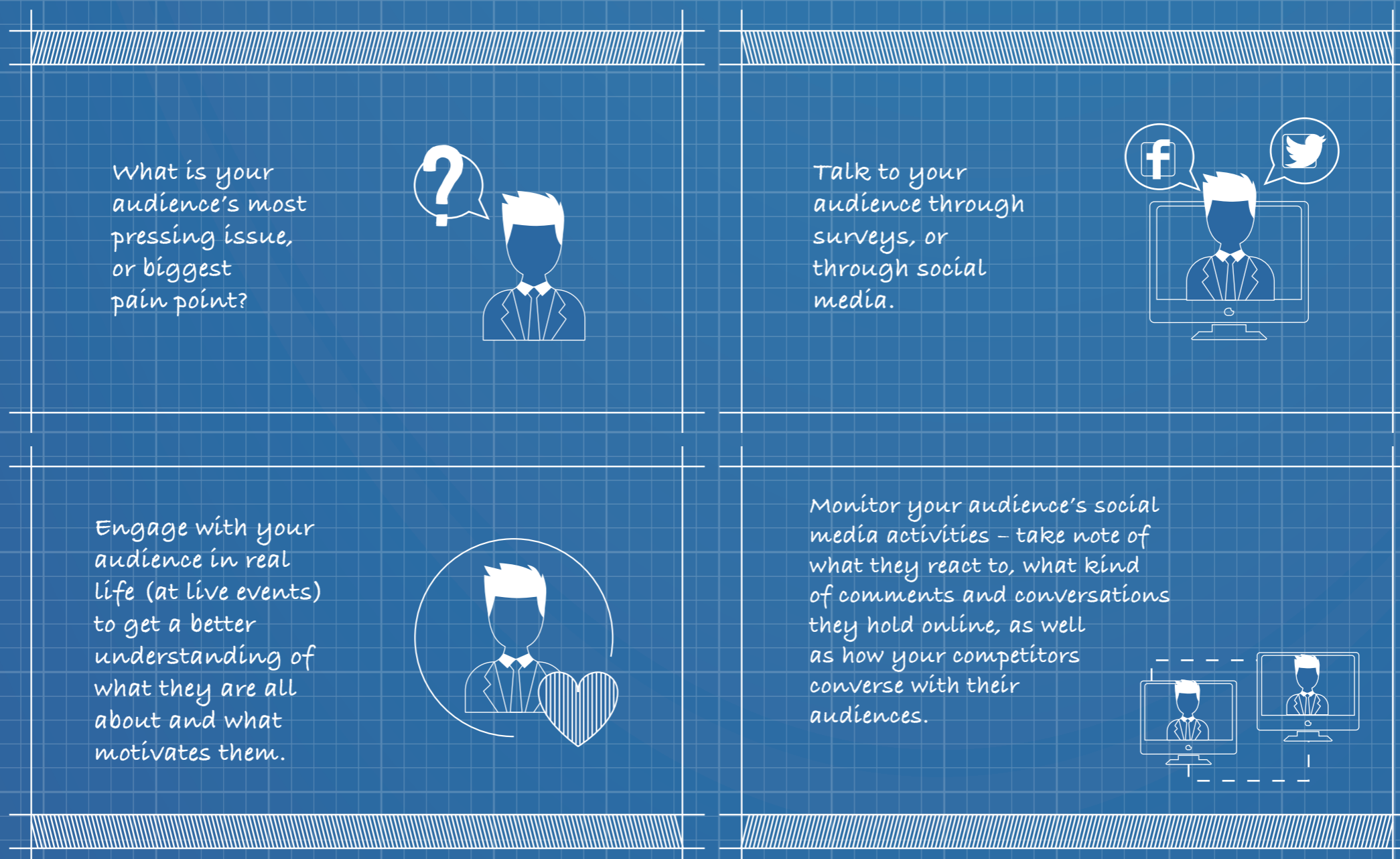
### IDENTIFYING YOUR AUDIENCE

THIS IS WHERE THE IDEA OF YOUR AUDIENCE BEGINS TO TAKE SHAPE, USING FACTS AND STATISTICS TO HELP YOU PINPOINT WHERE YOU WOULD BE BEST SUITED TO HELP.



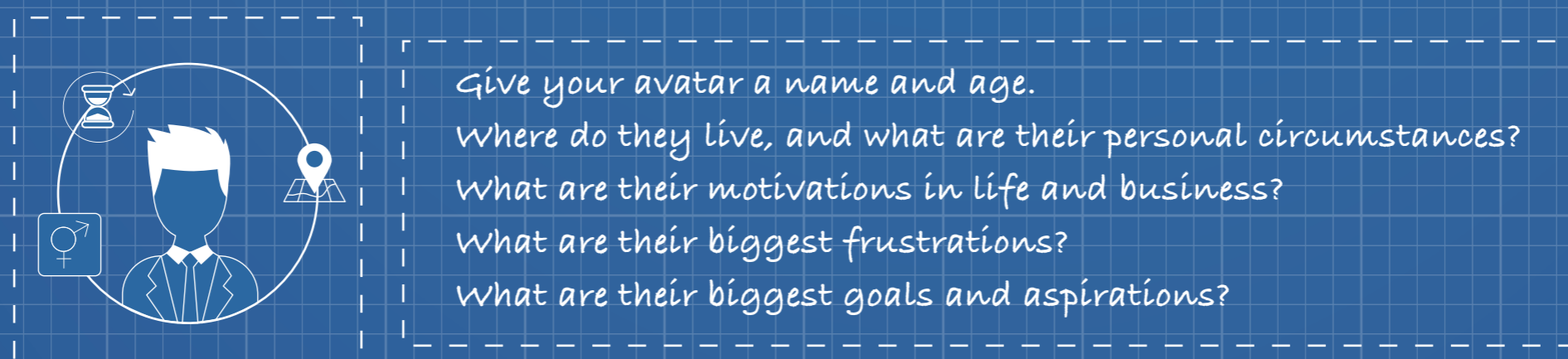
### UNDERSTANDING YOUR AUDIENCE

IT'S NOT ENOUGH TO DESCRIBE WHAT YOUR AUDIENCE IS, YOU ALSO NEED TO UNDERSTAND THEIR NEEDS, DESIRES AND FEARS TO GET A BETTER IDEA ON WHO YOUR PERFECT CUSTOMER IS.



### CREATE A CUSTOMER PERSONA / AVATAR

THIS IS WHERE YOU CAN GO INTO EXTREME DETAIL AND EVEN INCLUDE VISUAL IMAGES. PUTTING TOGETHER A PROFILE AND PLACING A FACE AND NAME TO YOUR IDEAL CUSTOMER CAN HELP GIVE YOU A CLEARER PICTURE ON WHO YOU'RE LOOKING TO SERVE AND SELL TO.



#### THE BIG "WHY" ..

ONCE ALL THIS IS CREATED AND TWEAKED TO A FINAL 'CUSTOMER PERSONA', YOU CAN THEN TRULY START TO SERVE THEM IN A WAY THAT'LL RING TRUE WITH THEM - NOT JUST WHEN THEY'RE CONSUMING YOUR CONTENT, UT MORE IMPORTANTLY, WHEN THEY ARE PRESENTED WITH PRODUCT AND SERVICE OFFERINGS.