



Ideal Customer Profile

It's important to aim your advertising efforts to the kind of person who will buy your product. This is known as your ideal customer.

Make a profile so you can get a better understanding of what makes them tick. The more detail, the better. Think about their age, gender, hobbies, likes, dislikes, what kind of personality, where they spend time, how much money they have, what motivates them. Add anything else you can think of to the circle below.

A large, thin purple circle is centered on the page. Inside this circle, there is a smaller, solid purple circle containing a white silhouette of a person standing with arms at their sides. This graphic serves as a visual prompt for the user to define their ideal customer profile.