



30

Questions To Get To Know Your Ideal Customer

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Before We Begin

Defining your ICA (Ideal Customer Avatar) is a slightly different exercise to defining your broader target audience. For the purpose of this exercise, you want to have one person in mind.

Remember, we're talking about a pretend (or even real) person who is ideal for what you offer. If this person discovered your offer today, they would immediately think "this is exactly what I need right now".

This doesn't mean other people aren't a good fit for your offer. Of course there will be a variety of people who buy your offer. However, having one person in mind helps you to visualise and pretend you're talking to a real person when crafting your offer, branding and content.

It may also help you to have a photo of your ICA. You can use a stock image or even cut out a photo from a magazine. Here's some examples.





Now, let's get to know your ICA

1. What is their name?

2. Male or female?

3. Where do they live?

4. How old are they?

5. Which industry do they work in?

6. How long have they been in this business?



7. Describe their personality in 3-5 words

8. What are their values in life?

9. How do they prefer to consume content? i.e. Read, watch, listen



10. What is their highest level of education?

11. What is their job title?

12. What was their income / turnover last year?

13. What are their typical work hours?

14. Where do they typically work - office, remote, etc?



15. What do they love about what they do?

16. What are their priorities and responsibilities in life?

17. What are their struggles, challenges and pain points?



18. What other courses or programs do they participate in?

19. Are they tech savvy or technically challenged?

20. How often do they use a laptop or computer?



21. What social media platforms do they use?

22. What online community groups are they part of?

23. What online tools and resources do they use?



24. Who are their mentors they like to learn from?

25. Who are their favourite celebrities and/or leaders?

26. What kind of profiles/accounts do they follow on social media?



27. Do they prefer to learn as an individual or part of a group?

28. Are they a self-paced learner or prefer to be guided?

29. What's their level of knowledge in relation to what you offer?

30. Do they have any experience in relation to what you offer?

BONUS QUESTION: What would they pay anything to fix right now?



Now you know your ICA, remember to always keep him or her in mind when:

1. Designing your brand's visual identity

2. Creating your social media post images

3. Writing your social media post captions

4. Deciding on your lead magnet

5. Deciding on your paid offers

6. Deciding on your pricing

7. Writing your website and sales page copy

8. Recording your video trainings and webinars

9. Doing live videos on social media

10. Writing and sending emails