

CUSTOMER PROFILING WORKSHEET

Check descriptors all that apply, and brainstorm ideas for the open-answer questions. Keep in mind that different areas of your business might appeal to different segments of the population.

Gender ☐ male ☐ female Age ☐ under 18 ☐ 18-30 ☐ 30-45 ☐ 45-60 ☐ 60+ Location ☐ Rural areas ☐ Small towns ☐ Small cities ☐ Medium cities ☐ Suburbs ☐ Large cities US regions ☐ Northeast ☐ Mid-Atlantic ☐ Southeast ☐ South Central ☐ Southwest ☐ Pacific ☐ Midwest (Plains) ☐ Midwest (Rust Belt) ☐ Outside the US Marital status ☐ single ☐ partnered ☐ married ☐ divorced/separated Kids? ☐ yes ☐ no	Household income ☐ less than \$25,000 ☐ \$25,000-\$75,000 ☐ \$75,000-\$150,000 ☐ more than \$150,000 Education level ☐ high school ☐ associate degree ☐ four-year college ☐ graduate degree ☐ professional degree Where are they politically? ☐ tea party / libertarian ☐ Republican / conservative ☐ middle of road ☐ apathetic ☐ Democrat / liberal ☐ Green / socialist ☐ anarchist What things are most important to your customers? ☐ price ☐ discounts and sales ☐ quality ☐ environmental impact / green products ☐ ethical production / no sweatshops ☐ brand names ☐ customer service ☐ beautiful packaging, design ☐ convenience ☐ guarantee of satisfaction ☐ customer support ☐ other How often do they purchase your product or service? ☐ once ☐ once a year ☐ a few times a year ☐ monthly ☐ weekly	What descriptors apply to your customers? ☐ stylish ☐ sporty ☐ intellectual ☐ vegetarian/vegan ☐ queer-friendly ☐ religious ☐ traditional ☐ unorthodox ☐ family-oriented ☐ hard-working ☐ fun-loving ☐ busy ☐ animal-friendly ☐ tech-savvy ☐ tech-fearful ☐ serious ☐ earnest ☐ _____ ☐ _____ ☐ _____ What magazines do they read? What TV shows and movies do they enjoy? What activities and sports do they do in their spare time? What other brands do they have allegiance to?
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MY MOST VALUABLE CUSTOMERS

Use the demographic and psychographic information you came up with to create some mini-biographies for your MVCs.

Profile name:

Who are they and where do they live?

What's their money situation?

Why do they like your work?

What other brands like yours do they like?

What stores do they frequently shop at?

What three movies are at the top of their Netflix queue?

What three magazines do they read most often?

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