



MIKE'S NOTES

Family Reunion 2025 - Recruiting Workshop: Know Your Ideal Customer

Honestly, I did not expect this from this session, but it's so true. The more specific you can describe your ideal customer, the better. The goal is to create a rough sketch that describes this avatar. How they think, how they feel, what they do...all of it, so important.

Key Items:

- Avatar Specificity
 - Move beyond general demographics to create detailed avatars, including specific hobbies, career stages, and lifestyle aspirations.
- Psychographic Profiling
 - Understand the values, beliefs, and motivations of your ideal customer.
 - Delve into their emotional drivers, pain points, and desired outcomes.
- Channel Alignment
 - Identify the specific channels where your ideal customer spends their time.
 - Whether it's social media platforms, local events, or industry-specific forums, align your marketing and communication efforts with these channels for maximum visibility and engagement.
- Community Connection
 - Foster relationships with key community leaders and influencers who resonate with your ideal customer. Building these connections provides valuable insights and opens doors to targeted networking opportunities.
- Life-Stage Consideration
 - Recognize that life stages significantly influence real estate needs and motivations.
 - Tailor your services and communication to address the unique challenges and opportunities associated with each stage, from first-time homebuyers to legacy property owners.

Action Items:

1. Create comprehensive profiles of your ideal client and agent avatars, including demographics, psychographics, and lifestyle details.
2. Invest time in researching and understanding your target market.
3. Cultivate relationships with local businesses, community organizations, and influencers who align with your ideal customer.

ONE Thing to Remember:

Precision targeting is more effective than broad outreach. By deeply understanding your ideal customer, you can focus your resources and build stronger connections, leading to greater success in real estate.