

4. How to Find and Understand Your Ideal Customers

Build your business around the people you serve

Understanding your customers helps you create better products, set appropriate prices and focus your marketing. The clearer your target audience, the easier it becomes to explain your value and attract the right people.

Create an ideal customer profile

Describe your ideal customer in practical terms:

- Who are they?
- Where are they based?
- What do they need?
- What problem are they trying to solve?
- How frequently might they buy?
- What influences their decisions?
- What prevents them from buying?
- Where do they look for information?

Your customers may be individuals, businesses, organisations or a combination of groups.

Understand their pain points

Customers buy benefits, not features. A feature describes what your product does; a benefit explains why it matters to the customer.

For example:

- Feature: Same-day delivery.
- Benefit: Customers receive what they need quickly and avoid delays.

Focus your messaging on the customer's problem and the outcome you provide.

Research your audience

Use a mixture of:

- Customer interviews.
- Surveys.
- Online research.
- Social media discussions.
- Competitor reviews.
- Local networking.
- Trial sales.
- Feedback from existing customers.

Avoid assuming that everyone is your customer. A focused market is easier to serve and reach.

Build a customer list

Record useful information such as:

- Name and contact details.
- Business or customer type.
- Need or area of interest.
- Date of last contact.
- Next action.
- Potential value.
- Source of the relationship.

Make sure you manage personal data responsibly and follow applicable data-protection requirements.

Quick checklist

- I know who my main customer groups are.
- I understand their needs and pain points.
- I know where they find information.
- I understand why they may choose me.
- I have tested my assumptions.
- I have a method for recording and following up leads.

How CWRT can help

CWRT can help you strengthen your customer strategy, test your assumptions and include realistic sales projections in your business plan.

Visit the CWRT website to find out more about our finance and our support services, check out how we may be able to help and submit an enquiry.

Find out more and get support today: www.cwrt.uk.com or call 024 7655 1777