

School Of Spirit

Discovery Homework
Module 5:

Your Ideal Customer



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Spiritual Medium

Your Ideal Customer

Time to manifest your ideal customer!

Knowing and understanding your ideal customer is the perfect way to manifest the perfect customer, but also the perfect way to understand how to write content if you know exactly who you are targeting. You may have a business that appeals to more than one type of demographic, but for now pick one person that you want to use as a basis for your communication.

To create your perfect customer, let's write their story! Be specific and detailed! Think of all the traits this person might have, you can even give them a name!

Consider the following while creating your ideal customer:

What are their traits?

Demographic, Age, Income, Gender, Marital status

What do they do for a living?

What is their lifestyle like?

What are their hobbies? What do they do on their spare time?

What brands do they like?

What experts do they follow? ie: Authors, experts, teachers

Once you've considered these things, step into their shoes. Know this person so well that you can think like them, experience their emotions, and understand their problems that your business may be able to provide a solution to.

What are their fears and stresses?

What do they worry about? What keeps them up at night?

What is their dream solution that they'd pay almost anything for?

Once you understand these important keys about your ideal customer, this will influence all of your writing and communication with your clientele. Come back to this when you are creating and kind of promotional material or products for your business.