



## Chapter 2: Understanding Your Customer - *Worksheet*

A business that is able to identify who its customers are, and why they value that business's product, is one that is set up for success. In order to do that, you need to understand what drives a customer.

*If you understand who your customers really are, what they “look like,” and what their motivations are for buying your products, you can then reach out to more customers like those and grow your business. Below, create a “profile” of your most common customer. (repeat for as many customer segments as you think you have)*

### ***Who are they?***

**Age and Gender:** \_\_\_\_\_

**Marital Status:** \_\_\_\_\_

**Job/Income:** \_\_\_\_\_

**Education Level:** \_\_\_\_\_

### ***What do they do?***

**Lifestyle (minimalists, collectors, travelers, etc):** \_\_\_\_\_  
\_\_\_\_\_

**Hobbies/Interests:** \_\_\_\_\_

**Spending activity:** \_\_\_\_\_

### ***How do they think?***

**Beliefs/Values:** \_\_\_\_\_

**Fears:** \_\_\_\_\_

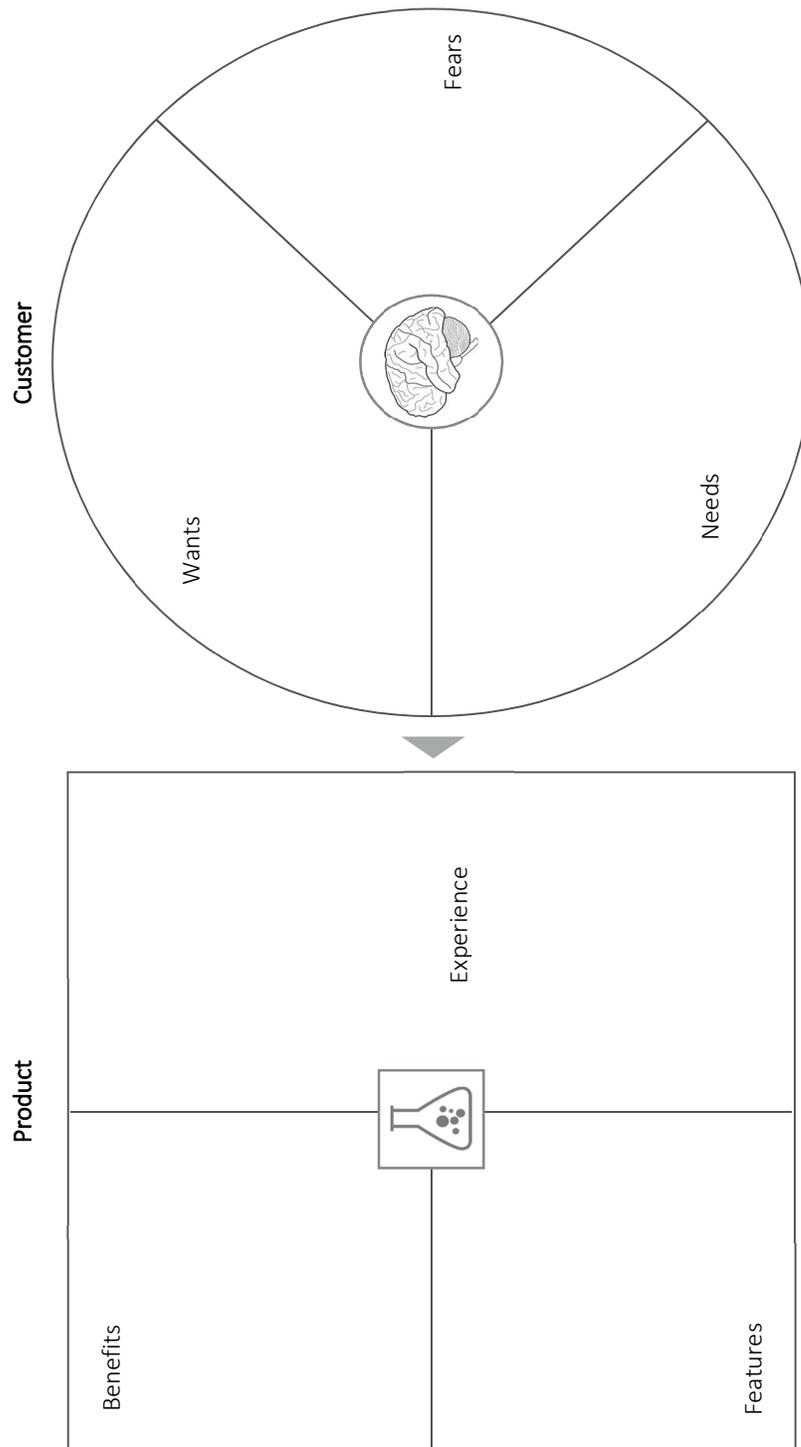
**Likes/Dislikes:** \_\_\_\_\_

*Now that you've developed a “profile” for how your customer behaves, acts, and thinks, let's use this to begin identifying what value your product provides them. Using the information above, start thinking about this person's specific needs, wants, or fears. No company has just one customer type. Take the time to identify your major customer segments – you may have two, or 12. For instance, a jewelry maker may have her “retail” customers, and her “wholesale” customers. But within that, she may have two major types of wholesale customers, such as high end jewelry stores, or boutique gift shops.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



*Here is the Value Proposition Model from the chapter. Take some time to identify your customers wants, needs, and fears (for each customer segment), then evaluate the benefits and features of your product or service, and the experience it provides.*





*Using the Information from the two exercises above, begin developing your business matrix. Here, you will identify each customer segment, and their purchasing habits. List all your customers down the left hand side, and all your (major) product offerings across the top. Then begin working through, identifying what products each customer type typically buys.*

PRODUCT CATEGORIES
