IDEAL CUSTOMER REALITY CHECK

WHAT THIS IS

Before Session 4 takes you into customer experience and Session 5 into marketing, you need to know exactly who you are building for. Not a demographic category. A real person with a specific situation and a specific reason they buy from you.

This assignment does two things. It sharpens your definition of that person until it is specific enough to act on. Then it asks the honest question of whether enough of those people exist and whether they are actually finding you.

The gap between those two answers is what Sessions 4 and 5 are built to close.

PART 1: WHO IS THIS PERSON

Think of the customer or client who, when you work with them, you think: I want ten more of these. That is who you are describing here.

What does their life or business look like right now:

What problem are they trying to solve when they find you:

What have they already tried before finding you:

What makes them ready to act right now rather than wait:

What would make someone the wrong fit even if they seemed interested:

Name or briefly describe a real customer or client who matches this profile:

PART 2: ARE THEY ACTUALLY THERE

Now step back from the individual and look at the market honestly.

How many people like this exist in your primary market area or reach:

Are they actively looking for what you offer or do they need to be educated that the problem exists:

What is your best estimate of how many of these people you could realistically reach in the next 90 days:

What percentage of your current customers or clients actually match this profile:

What is the gap between who is currently coming through the door and who you just described:

What does that gap tell you about your message, your location, your channels, or your offer:

Bring both parts to Session 4. The customer journey work in that session starts from this definition.

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