

Dream Customer Exercise

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Even if you truly believe everyone could benefit from what you have to offer in some way, it's just not possible to market effectively to everyone – you have to narrow the field down and get more specific in order to really take your business where you want it to go. Here is how to do that.



Who is your Dream Customer

This exercise will help you to envision ONE person who is the profile of your dream customer.

When I say dream, I mean it, really. You want to envision the kind of customer you would love to work with, the type that would covet everything you have to offer, be a repeat customer, follow you all over social media, look forward to your newsletter, give you glowing feedback and tell their friends about you- **who is she or he?**

The more you can dig into not only their personality and interests, but also the underlying motivations that are leading them to your shop, that make them choose you over similar offerings out there, the better you'll be able to grab their attention and **talk right to them through your marketing, branding, copy, etc.**

Getting clear on your dream customer can also help you in terms of pricing by better understanding what your customer would be willing to pay for the value that you give back to them- think about the deeper, underlying value you provide through your offerings- how do they make your customers FEEL?

How your offerings make your customer feel about themselves is why they're really buying- the more you can understand those subconscious, emotional drivers, the better able you'll be to connect with your customers on a level that leads to more sales and word of mouth (which is the best form of marketing of all!)



Dream Customer Exercise

You want to get a mental image of who your dream customer is- **the customer that you MOST WANT to work with.** For a starting place, think back to your favorite customers so far, the ones who've been an absolute joy to work with, who have left you great feedback, bought multiple things, follow you on social media, are on your newsletter list, etc... If you're just starting out and haven't had any customers yet, just go straight into dream land!

What do all of those customers have in common both demographically (age, income, marital status, etc) and in terms of their lifestyle (values, beliefs, hobbies, etc)?

Now you want to take all of those commonalities into consideration to create the profile of **ONE INDIVIDUAL** who represents your dream customer- then you're going to create a little story about their life!



USE THESE QUESTIONS BELOW TO START TO DESCRIBE THEM –

create an imaginary profile of this one person who you most desire to attract to your business. Think about as many specific details as you can so you can start to really get to know them, their perspective and how they think:

What's his/her name? _____

Where do they live? _____

How old are they? _____

Relationship status? Kids? _____

What do they do for a living? Yearly income? _____

Some favorite books/magazines/tv shows/movies:

Blogs/websites they frequent:

Other stores they shop in, online & off (think locally, too!):



What sort of things do they search for online (as related to your biz)?

What craft/art/design shows or conferences do they attend?

What are some of their favorite hobbies and downtime activities?

What's their decorating style & some of the most treasured items around their house?

What's their clothing style? Favorite things to wear?

Who do they look up to, idolize?



What does their dream vacation look like?

What are some words their closest friends & family would use to describe them?

What's most important to them in life? What do they most value?

What does a typical weekday in their life look like, from wake up til bedtime?



How do they spend their weekends?

What are they feeling before they buy from you? Think about the emotions they have when they hit “add to cart”, or when they’re touching/feeling/trying on your work at a show and decide to buy... what are the feelings those actions are stemming from?

What are they thinking before they buy? What are some of the specific thoughts going through their head that help them decide to buy or not? Think about concerns they may have, how they envision using your offerings in their life, what they tell themselves to convince themselves it’s worth the exchange of their hard-earned moola...



What worries or fears do they have in life? What keeps them up at night? What problems do they have they'd like to solve? Think about how they feel about themselves, how they want to be seen by others, their fears and expectations, what their daily responsibilities, obligations and stressors are... These don't necessarily need to relate directly to your offerings, but could be subconscious motivators that lead them to buy, and give you more insight into who they are as a person, which is what you want to know!

And you're done! Good job!

It might feel silly to dig so far deep into this imaginary person, but what you learn can be incredibly invaluable in helping you market yourself, helping you attract more of the customers you truly desire, and in helping you start to speak to them in their own language so they can instantly feel a connection and develop trust in your brand and what you have to offer!





**Know the story of your business
and we'll help you tell it!**

Our work is transformative and custom to your business. After working with us, you'll be ready for the opportunities that will knock on your door. You can learn about our services on the next page.



MEET YOUR A-TEAM

Aeolidia

Better yet, your A-Z team. We're the complete package because we can't bear to imagine a beautiful website without a cohesive brand identity, a pretty design wrapped around poor content, or a perfect website with no customers. That's why we always have a few extras in our toolkit:

Brand Identity: You—yes you—are more than a beautiful logo. We design those, too, but more importantly we create thoughtful and engaging brand identities that last and last.

Print & Packaging Design: We delight in creating real experiences for customers using business stationery, product packaging, and printed marketing materials.

Illustration: If you can't quite picture it in your mind, let us do it for you. Express the inexpressible and unleash the intangible with custom illustrations that capture all that's unique about you.

Product Photography: Oh, snap! Presentation is everything, and photography is essential in bringing your product to picture-perfect life as your customer decides whether or not to make a purchase.

Copywriting: You have a story and a mission, but how will you tell it? Professional copywriting gets your message across in a way that speaks truth about you, your voice, and your brand.

Website Design & Development: We understand that for a creative business like yours, an online shop is not just a site, it's a home. Aeolidia is peerless (but never friendless) when it comes to creating websites that engage visitors, boost sales, and attract press.

Marketing Consultation: Your ideas are too amazing to keep to yourself. Launch them with laser-beam precision using a tailored marketing plan that'll help better your presence and boost your media exposure and sales.

Please email hello@aeolidia.com to ask about any of these things!

