

03a Your Customers

What do you call this customer group?

Do

Use this worksheet to build a picture of your potential customers and customer groups. You might want to copy the worksheet and try it several times for different customer groups.

Write onto the stickies and place them onto the worksheet. If you want to change it later simply remove the sticky and try again.

You can do this informally, from memory, or with friends or colleagues. Ideally, you should be talking to your potential customers who will buy your product or service and, if different, the end users.

Be open to feedback and fresh perspectives as people can come up with suggestions you haven't considered.

Draw them — or stick a 'found' picture here

What are their needs?

What are you offering them?

How many are there?

How many of those will you reach?

How frequently?

How much will they pay?

Potential total income?