



Tackle Your Target Customer

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**Now that you have a business idea (your
WHAT) and are pretty clear on what you
want to do with it, we need to
find out WHO will actually buy your product
or service.**

**This is your
target audience, or customer avatar.**

**Note: This may be more important than
anything else you do when developing your
business. If you don't know
your customer, you don't know how to sell
your product or service to
them.**

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Example: You create a new kind of organic baby food, and so far, your own super picky baby really likes it. Think of all the types of people who could potentially buy your new organic baby food.

**Moms and Dads
Grandparents
Daycares and Babysitters
Crunchy Moms
Trendy Moms
Moms with picky eaters**

Brainstorm about all the types of people who could benefit from your product or service.

What does your solution provide for them?

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You will want to think about a few key components to your target customer.

Demographics

Are your buyers of one gender or another?

What is the age range?

Where do they live?

What is their profession or work like?

Do they have children? What ages?

What's their household income look like?

Behaviors and Habits

Where do they shop? (are they budget buyers, or high-end buyers?)

Do they use credit cards?

Are they homeowners, or do they rent?

What are their hobbies like?

Do they have pets? What kind?

What do they do for entertainment?

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It is important to be specific about your target client, but you don't have to answer all of these questions for your marketing and advertising to work. You just need a really good idea of who will buy the solution you provide, so that you can be more specific about how your product or service will help them.

****If they can see that your product or service will HELP THEM SOLVE A PROBLEM, they will BUY – and if you can demonstrate that YOU have the ONLY solution SPECIFICALLY FOR THEM, that's a winning ticket.****

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The Cost of Not Getting Your Target Audience or Customer Right

If you fail to understand your customer - who they are, what they are like, the habits they have - you will fail to understand what problems you are solving for them. And if you don't know what kind of problems they have, you ultimately won't know what kind of solutions they need.

No matter what business model you have, if you don't have a super clear understanding of your target customer, your marketing won't be effective, your advertisements will be dull or salesy at best, and your business will ultimately fail - costing you time, money, and a whole lot of heartache. (Which, consequently, is the exact opposite of what you wanted when you decided to start a business, right?)

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But I don't want you to worry about getting this perfect right out of the gate.

I have started each and every business I've had with a simple model, and ideal client, and a dream, and they've been very successful. And if I can do it, I know you can do it too. But...

I also know that I didn't do it alone.

I had a lot of help, a lot of supportive friends and family, and some amazingly talented mentors and coaches that didn't allow me to fail. They gave me the tools and strategies I needed to succeed and held me accountable so I didn't lose momentum and let my dreams die.

That's why I've dedicated my business to providing you all the resources you need to get started in your own business, and bypass all of my trial and error, so you can do it faster and easier, and be years ahead of your competition.

Here's your chance. Don't let the door close. There's no risk, and all the reward in your first free session. Click the link below.

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