

MAXIMIZE YOUR MARKETING 2.1

YOUR CURRENT CUSTOMER

WHO IS YOUR CURRENT CUSTOMER?

All of us have identities and orientations that influence our buying behaviors. Some identities, like age and education, are factual. Some identities and orientations, like cultural heritage and discretionary income, are more complex and nuanced.

IDENTITY AND ORIENTATION

Use this exercise to think through some of the identities and orientations you've noticed about your customer base.

AGE

GENDER

EDUCATION

VOCATION

GEOGRAPHY

CULTURAL HERITAGE

FAMILY STRUCTURE

STAGE OF LIFE

DISCRETIONARY FINANCIAL RESOURCES

HOBBIES

RELIGIOUS/SPIRITUAL BELIEFS



BELIEFS AND BEHAVIORS

Your customer's identities and orientations influence how they interact with the world around them, including your business and marketing materials.

Use the spaces below to think through some of the beliefs and behaviors you've noticed in your customer base. Fill in the circles with your observations on each topic.

