**Your Perfect Customer**

**Male Speaker:** Welcome to Build Your Tribe with your host, Chalene Johnson.

**Chalene Johnson:** What we know about the laws of the universe is when we think about what it is we want when we clarify that, we magnetically can attract it to us, but too often, I think when people are in business they think, "Well, I just want customers. I just need traffic. I need people paying attention." They don't think about specifically what type of traffic, what type of customers, what type of people they want to work with.

So, as I have been saying from the beginning, I want you to think about this whole process from a perspective you might not ever have consider when it comes to business. I’m sharing this with you because I’ve learned to do this myself. It’s made all the difference, not only in my business, which has flourished but in my level of happiness. You want to spend time working in a business with people who it doesn't feel like work. You love what you're doing. It's exciting. You get an adrenaline rush. Your dopamine levels go up and that's exciting. That's the type of customer who feels infatuated with you because you love what you're doing and that requires some thought. It requires thinking about this in terms of relationships.

If you were looking for a relationship today in 2014, 2015, 2016, I think what we're seeing is more and more people are turning to online dating services because it's a shortcut. You're telling people specifically, "Here's what I’m looking for." And you're outlining it. You’re not just putting out into the universe. You’re literally putting it out online.

I want you to start thinking of your customers with that much specificity. I want you to imagine that we're creating a profile for the perfect customer just like you would if you're on a dating site and you're thinking about, "Well, I like people who are interested in athletics. I want somebody who is fit. I would date someone who's within this range."

You don't pick like, "I will only date thirty-two year olds or I will only date forty-four year olds who live in Michigan."

You start to come up with a range of things and yes, there's exceptions to every rule but the closer we can narrow down your customer profile, the more likely you are to design everything you do around attracting them. So, that's what I want you to start thinking about like what does your ideal customer, future customer look like.

For me, I had to think about the customer that I had at the time and the customer that I wanted. So, when I first started this business with my husband, at that time my customer was a fitness instructor and it was a female with a very, very small amount of disposable income. She was not interested in business. Very discerning customer who wanted to teach classes and finding easier way to do that. Beyond that, what we need to look for in terms of expanding our business was, who was the customer I was looking to work with someday? Not the day I started my business but in the future. Because I’m working with that customer now.

The person I want to look for, the person that we want to work with, we had to identify or profile so that we could attract them to us. So, literally, I've done a little sketch here because I like to do these little sketches but I want to picture this profile, the person. It's a female because most of my customers are female. She is in the range of twenty-five to forty-five. Some of them are older, some of them are younger. But I could literally picture what she looked like and what she did and what she was interested. She’s into fitness. So, I’m drawing a little hand right here. She's got a really good sense of humor. I don't really want to work with people who take themselves too seriously and I could easily offend them. That's not going to be fun for me. It's not going to be fun for them.

She lives in the Southwest. Maybe even in Texas. She reads magazines like Fast Company and InStyle. She reads Entrepreneur magazine. She reads SUCCESS Magazine but she also reads Health Magazine. She thinks that all those people on Bravo are crazy but she can't help but watch the show herself. She's spiritual, so she understands that connection. That's who I want to work with. She has a husband. She's married. She has 2.5 kids. She has an online business and household income of over a 100K.

She likes fashion. She's not offended by other women who wear makeup. She gets the importance of mascara, the waterproof type. Her online business is growing. So, she's making money at it but she also wants to focus on her family. She’s got some priorities.

But generally speaking, the more I can kind of picture who this is, the better I can attract her to me. I'm thinking about her, she likes fitness, she's got a sense of humor, and she lives in the Southwest, maybe. I know what she reads. I know a little bit about her family. I know a little bit about what's important to her. This is who I want to work with. Not exactly, but this is in the range. when I have a pretty good sense of who you want to be with, it makes it a lot easier to eliminate certain things, certain behaviors, certain types of directions that you might taking your business that are not going to attract this perfect customer.

I think I have and services that can serve someone who is making $20,000 a year and just fresh out of college and not yet married and living in the Northeast. I have products to serve them. But ultimately, who I want to work with, fits in generally this category. It’s really important that you start to identify who this person is so you can start attracting them to you.

Today, my husband and I work with just a very, very small group of successful entrepreneurs doing what makes us happy. Teaching them not how to get more money but how to do less. How to live life? How to stay true to their priorities? How to have more success without having to work harder? That's really rewarding.

Now, if I was working on that level with a customer who had not yet started their own business, who didn't have belief in themselves, who just didn't share a lot of same beliefs that I do, that becomes work. I don't want to work. I want to love what I do. I want to be passionate about spreading my message in helping people and in order to do that, you've got to identify who it is you want to work with and who you don't want to work with.

You've got to create that list on paper. You don't necessarily do a drawing like mine but you do have to create a customer profile. That’s what we're going to do today. That dream customer. Who it is ultimately? Not today. The dream customers like, have you ever dated a loser? Hasn't everybody dated a loser at some point in their lives? You know when you dated a loser you think, "Geez, how did I ended up with this guy or this girl?"

And you start thinking yourself the qualities, maybe they did have a few qualities like, "Yeah, I’d like to make sure the next person I date has this, this and this." But I’ll tell you what they're not going to do, I'll tell you what they're not going to have, I’ll tell you what I won't tolerate and it's very important you consider those things because those are deal breakers. They're deal breakers in relationships. We’re talking about relationships.

Let’s take a look and answer some of these questions. Again, I want to give me a general range. You're always going to consider that there are people are going to fit into your customer profile who don't exactly match your list but this is going to give you a much better idea of who it is you're looking for and how you're going to magnetically attract them to you.

The first is where do they live? Are they in Europe? Are they in the Southwest? Are they in this Northwest? Where do your customers generally reside? Are they in big cities? Are they in rural areas? As much definition as you can get there as possible.

What age do you best serve? I don't know if the average sixteen year old relates to me. I like to think that I’m young but I don't know if that's who I’m trying to attract. I can tell you that I am trying to attract someone who's in that twenty-five to forty-five range but there are fifty-five year olds who relate to me too. If I identify with that twenty-five to forty-five, it's a little more narrowed down so that I don't have to worry so much about people who are in an older or a younger age range, whether or not I'm trying to please them. You can't please everybody. You’ve got to narrow it down.

The next is are they married or are they single? I certainly would never discriminate against somebody who is single. That's great, but I’m saying my ideal customer, I want to work with people and teach them how to improve their existing relationships. It’s helpful if it's someone who's in a relationship.

Do they have kids? Because family is a big part of what I do, so I believe I can help people live better and more fuller lives and be better parents and have a strong business so my customers have kids. Do your customers have kids? In general. Remember not everyone, but in general, do your customers have- The customer you want to work with. Not the ones today. The customers that you want in the future, did they have children?

What’s their general household income? Because you don't want to attract customers who can't afford you. When I was doing personal training, first I did personal training, I couldn't believe that anyone would pay me twenty-five dollars an hour that count while they're doing bicep curls, I'm like, "Am I really get paid for these?" I couldn't believe it. Because of that I started attracting a lot of people who couldn't afford twenty five dollars an hour.

So the first time a holiday rent came around or they had an unexpected bill, I was the first thing to be cut. I quickly realize, "I need customers who can afford me." They don't see me as a luxury. They see me as a necessity. I make them more creative. I make them more productive. I make them feel better about themselves. I need to start attracting those customers and that meant I had to look for customers in a certain bracket of income, annual income. The customers you want to work with, what is their annual income?

Next, what kind of car do they drive? What kind of house do they live in or apartment or condo? The more specific about their environment, the better. Do they vacationed? What are their interests and hobbies? Like for me, it's helpful for me to like think about crazy things like television shows and fashion because I obviously like that stuff. If I’m going to attract people who think that you should never wear makeup and that bling-y stuff has no interest to them and they have no interest whatsoever in pop culture, we're just not going to relate that well and I’m not going to have fun working with you. That's the truth. This is about me enjoying my life. It's about you enjoying the customers that you work with.

So, you can be as specific as you want to be. This stuff is going to help you later because we're going to know where they're hanging out. We're going to know where your customers are. The more we can identify what interests and likes and hobbies and profiles they match up with. What do they eat? Are they vegetarian? Are they junk food? Are they on a health kick? What do you know about your ideal customer? What type of magazines do they read? Do they read People Magazine? Are they reading Crochet Weekly? Are they reading Fast Company and Entrepreneur? Are they reading Inc Magazine? Are they reading InStyle or are they reading Glamour, because those are different readership.

What websites are they visiting? Where do they go frequently for their information? Where are they hanging out? What are they doing when they're on line? What are their practices? Are they Facebook? Are they Instagram? Or your profile customers on Pinterest? You need to know those things. I’ll tell you what, nine times out of ten, they're hanging out where you're hanging out because we want to work with like-minded people or at least people who are just a little bit above so you have got to stretch.

Then lastly, and here's the important one. Who do you not want to work with? It's okay. No one's going to read this. I know who I don't want to work with. They're just people that don't get me. That I feel uncomfortable, I feel like I have to be like all buttoned up and talk about my degrees and use the right lingo and terminology. I don't work with those kind of people. I just don't. I don't want to work with people who are all about themselves. I don't want to work with people who are just climbing, climbing, climbing and refused to take a breath and enjoy their family.

I don't want to work with someone who, this is the truth, who is someone who's been divorced eight times and leaves a trail of kids that they're never talking to. I don't want to work with you. I don't want to give my gift to you because you need to take care of your stuff.

So, you just have to clearly define. I don't want to work with people who are complainers and negative and expect me to do the work. I want to work with people who are coachable and positive and happy and all of these other things. The more clearly you put together this composite sketch, this profile, the more accurately you're going to be able to develop a plan that we're about to embark upon to magnetically attract these customers.

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