

Customer Profile **MAD LIBS**

Set a timer for 20 minutes and use this exercise to start exploring your ideal customer. Use the prompt questions to help guide you and get creative. Be specific! The more details you get from this exercise, the more this will help serve you and your customer.

My customer's name is _____. They are M/F/O (*circle one*). They are _____ years-old and live in the _____ (*ex: beautiful, sunny, rainy*) city of _____. They are single/in a relationship/married (*circle one*). They have _____ children.

_____ 's daily routine is to wake up around _____. They start the day off _____

(examples: cooking breakfast, listen to a podcast while getting ready, reading a book before the kids wake up).

Before heading to work, where their job is to _____, they grab _____ and make sure they _____.

On the way to work, they think about _____
_____.

They like to listen to _____ on their commute. On the way to work, they will stop at _____ (favorite coffee shop, quick drive through, drop the kids off at school) and _____

_____ (order a nonfat vanilla latte, cinnamon raisin bagel with honey cream cheese, tell each kid they are loved).

Once they get to work, they immediately _____. Their greatest fear in their career is _____, in their personal life it's _____. They are _____ (emotion) about where they work and have the goal of _____.

A day at work looks like:

In the afternoon during a quick break they will _____, which makes them feel _____.

After work, they're off to _____, _____, and a quick stop to _____ before heading home.

When they get a second to relax, they love to _____. Their guilty pleasure is _____. When they scroll on their phone, they follow Instagram accounts about _____, _____, _____, _____. They like these accounts because they are _____ (adjective), _____ (adjective), and _____ (adjective).

At night, when they lay down in bed, they think about _____. They are currently struggling with _____ and it's keeping them from being able to _____. When they think about their dream life, they want to describe themselves as _____, _____, and _____.

As the night comes to an end, their mind is wrapped around all the to-do lists for the next day, which include:

Their favorite place to hang out in town is _____ because they love to _____. Their friends describe them as _____ (adjective), _____ (adjective), and _____ (adjective).

On _____ (day of week), they love to hang out with _____ (best friends, mentors, family). An evening with their favorite people typically starts off with _____ and ends with _____.

When they come into the store, they head straight for _____. They would describe their taste/style as _____ and shops at _____. Their favorite brands are _____ and _____. When they look around their house, my product is located in _____. It makes them feel _____, and reminds them of _____.

When they come visit my store, they are looking for _____.
After they leave they feel _____, _____, and
_____. When they talk about my store to other people, they
say things like, " _____"
_____.

They also like to shop at _____ (*list other
favorite places in town or competition*). But, they know that my store is the
only place in town to get _____ and to feel
_____.

You did it!

How does it feel to have a really clear idea of your customer, what makes
them tick, what their goals are, and why they shop with you? Can you see how
powerful this information can be?!?!

What did you learn from doing this exercise?

How will this exercise change/enhance what you do for your store or how you
present what you offer?
