

DBJ

Understanding Your Target Audience

+ Customer Profile Template





Hey - I'm Ju!

Thank you for purchasing this workbook! I hope it gives you all the clarity and confidence to start understanding your target audience. If you have any questions, feel free to get in touch!

ju@dbjstudio.co.uk | www.dbjstudio.co.uk

Know your audience, grow your brand.

Imagine building a brand that speaks directly to the heart of your ideal client. Defining them isn't just a step - it's the cornerstone of your brand's very existence. No matter your industry, truly knowing who you serve unlocks a world of possibilities. You'll move beyond mere transactions, address their deepest pain points, deliver experiences they'll rave about, and offer solutions that will truly transform their lives.

Great branding isn't about shouting; it's about whispering, building meaningful connections fueled by a crystal-clear understanding of your audience's desires, needs, and even their unspoken fears. And remember, embracing multiple target audiences isn't just acceptable—it's a sign of a brand with depth and reach.

In this workbook, we'll guide you through the art of pinpointing your ideal customer, empowering you to create profiles that resonate and inspire.

What is a Target Audience?

Your target audience is **the specific group of consumers you need to reach**. They're the ones who will benefit most from your product or service, and they're the ones you should be building relationships with.



True understanding begins with deep exploration.

Dive into the world of your ideal customer, both online and off. Uncover their fears, motivations, aspirations, and spending habits—every detail, no matter how subtle, paints a richer picture. This meticulous research transforms data into vivid insights, bringing your ideal customer into sharp focus.



Demographics v Psychographics

To truly understand your customer, you must move beyond surface-level information. That's why grasping the difference between demographics and psychographics is essential.

Demographics categorise your audience with objective data like age, gender, ethnicity and income – explaining who they are. Whilst psychographics delve deeper, exploring subjective data like their beliefs, values, wants, needs and goals - revealing why they make certain choices.

Simply put, demographics tell you who your buyer is, while psychographics tell you why they buy. This combined understanding will help you gain laser-focused clarity on your ideal client and unlock the secrets to their decision-making process.

The brainstorming process.

We'll get to the official customer profiles soon, but first, let's just get everything out of your head. Do a complete brain dump about your target audience - every thought, every idea, every assumption. Don't worry about filtering yet; just get it all down. You'll build on these points as we go.

We've given you some prompts on the next page to help you start the brainstorming process.

Brainstorming prompts:

Occupation

Values

Education

Interests

Income

Lifestyle

Family Structure

Attitudes

Age

Beliefs

Ethnicity/Race

Personality Traits

Gender

Motivations

Marital Status

Goals

Religion

Fears/Anxieties

Nationality

Priorities

Home Ownership

Media Consumption

Generation

Shopping Habits

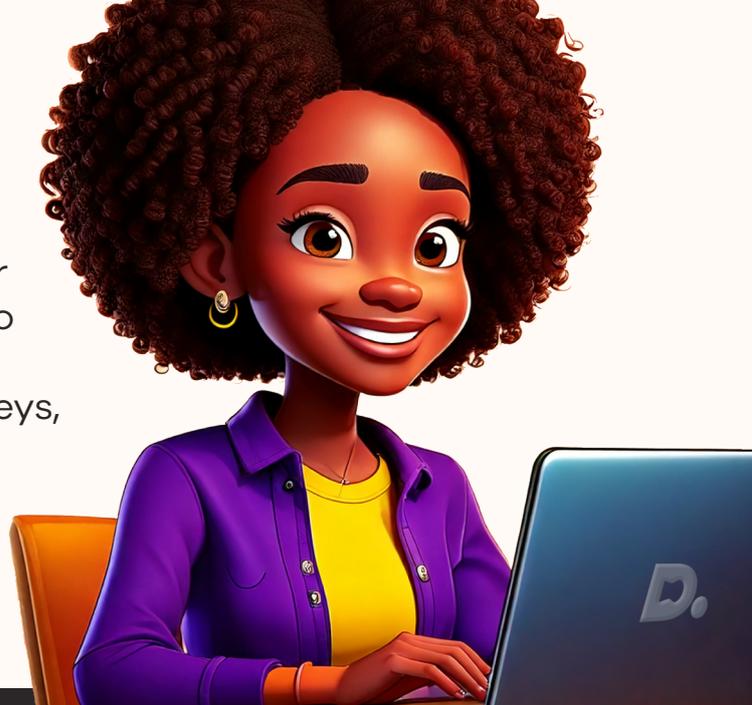
Location

Technology Usage

My Ideal Customer

Research and Refine.

Your brainstorm is a great way to get your initial thoughts down, but we don't want to rely on assumptions alone. You can use a variety of research methods such as surveys, conversations, and data analysis to double-check your assumptions and make sure we're on the right track.



Research is essential, but don't get bogged down in endless analysis. Your customer profiles will naturally evolve over time. Gather as much information as possible, then move to the next step. You'll learn more as you grow.

Creating Your Customer Profiles.

Customer profiles are in-depth (semi-fictional) representations of your ideal customers. Building these profiles is essential because they provide a clear picture of who you're trying to reach. So let's turn all that research you've done into something concrete.

Think of it as putting all the pieces of the puzzle together to get a clear picture of who you're talking to. If you have multiple ideal clients, develop a unique profile for each of them.

Need an example?

Before you begin creating your own profiles, take a look at the example on the next page. It will give you a clear idea of how to structure your information.

You'll then find blank customer profile templates to help you build your own.



Customer Name:

Anne-Marie Adebola

Age:

27

Ethnicity:

Black

Gender:

Female

Location:

Tilbury, Essex

Occupation/Education:

Retail Store Manager

Income:

£27/per hour (37.5hrs per week)

Nationality:

British

Marital Status:

Single

Family Size:

4 People (mother, father & 2 younger brothers)

Religion:

Christian

Bio/Customer Story:

Anne-Marie Adebola, 27, has called Tilbury, Essex, home her entire life. Coming from a low-income household, she's always dreamed of a life beyond the limitations she's experienced. For most of her life, disposable income was a rarity, but now that her younger siblings are contributing to the household, she finds herself with a little more financial flexibility. Currently a retail store manager, Anne-Marie is driven by a desire for financial freedom and a deep-seated passion for helping others. Her heart lies in baking, and she dreams of opening her own bakery one day, a space where she can blend her love for creating delicious treats with her desire to make a difference in her community.

While she lacks formal business training, Anne-Marie possesses a fierce determination and an unwavering belief that she's destined for more than a traditional 9-to-5 job. She's eager to learn, ready to embrace challenges, and willing to put in the hard work necessary to turn her entrepreneurial dreams into a reality. However, she admits to feeling a bit nervous about the branding side of things. With very limited knowledge in that area, she worries about making mistakes and facing judgment, but she's determined to overcome those anxieties and build a brand she can be proud of.

Pain-Points:

Financial Limitations

Lack of Business Knowledge

Fear of Judgement/Mistakes

Desire for More Than a 9-to-5

Interests/Hobbies:

Entrepreneurship

Learning

Helping Others

Baking

Values/Beliefs:

Hard Work and Determination

Financial Freedom

Family/Community

Personal Growth

Wants/Needs/Desires:

Financial Security

Mentorship/Guidance

Confidence

Business Ownership

Information Sources:

Instagram/TikTok

Podcasts/YouTube

Emails/Newsletters

Mentors/Coaches

Applicable product/service

Branding Workshops

Strategy/Visual Identity

Resources

Website Design

Customer Name:

Age:

Ethnicity:

Gender:

Location:

Occupation/Education:

Income:

Nationality:

Marital Status:

Family Size:

Religion:

Bio/Customer Story:

Pain-Points:

Interests/Hobbies:

Values/Beliefs:

Wants/Needs/Desires:

Information Sources:

Applicable product/service

Customer Name:

Age:

Ethnicity:

Gender:

Location:

Occupation/Education:

Income:

Nationality:

Marital Status:

Family Size:

Religion:

Bio/Customer Story:

Pain-Points:

Interests/Hobbies:

Values/Beliefs:

Wants/Needs/Desires:

Information Sources:

Applicable product/service

Customer Name:

Age:

Ethnicity:

Gender:

Location:

Occupation/Education:

Income:

Nationality:

Marital Status:

Family Size:

Religion:

Bio/Customer Story:

Pain-Points:

Interests/Hobbies:

Values/Beliefs:

Wants/Needs/Desires:

Information Sources:

Applicable product/service

Customer Name:

Age:

Ethnicity:

Gender:

Location:

Occupation/Education:

Income:

Nationality:

Marital Status:

Family Size:

Religion:

Bio/Customer Story:

Pain-Points:

Interests/Hobbies:

Values/Beliefs:

Wants/Needs/Desires:

Information Sources:

Applicable product/service

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**Need help crafting the brand of
your dreams?**

We'd love to help you!

ju@dbjstudio.co.uk | www.dbjstudio.co.uk

