

CREATE *your* CUSTOMER PROFILE

By StartUp FASHION

When you're putting together your customer profile the most important thing to remember is that you want to be as detailed as you possibly can. It's important to understand that you have to go much deeper than the demographics (age, gender, income, geography) and delve into who this person really is.

This is something that will take some time and research to put together. Really think about the answers. Remember that as you get to know your customer better through social media and general buying habits, you will adjust this document.

What do you want to know about your customer?

- Her (his) points of view and beliefs
- Her (his) values
- The words and phrase and tone she (he) uses
- The way she (he) spends a Sunday and the way she spends a Monday

Just like with your Brand Personality, once you have your customer profile created, you will be using this it in every single aspect of your communications:

- your website copy
- your website images
- your social media posting
- press pitching
- retailer pitching
- the way to talk about your brand at events
- the examples you set in the business with your team and your partners

Keep in mind that when you first put together your customer profile, you're not going to be 100% sure about everything. It's going to feel like guessing, and in some ways it is.

And that's OK. As your brand grows you will start to get a better understanding of your "person" and you will update your customer profile as you learn more about this person.

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MARKET RESEARCH

Did you go through the Market Research Workbook yet? It's really important that you start there because otherwise, these really are shot-in-the-dark questions.

OK, once you've completed the Market Research Workbook, you can now start to ask yourself some questions.

Questions to Ask Yourself to Create a Detailed Customer Profile

What age range do you think your customer fits in? Why?

Where do you think she lives? In a small town? In a city? Why?

What kind of money do you think she makes? And what kind of things does she do with her expendable income? *Remember that not everyone is a regular "shopper". Be honest about how you think she spends her money. This will help you communicate why/when she should buy. (special occasions, forever pieces, etc.)*

CREATING *your* CUSTOMER PROFILE

Does she have children? How does that seem to impact her choices?

How much do you think she allows issues like ethical production to drive her buying behavior? *She may care about it, but how much? Does she buy ethically but also hit up h+m?*

What about Quality Awareness? Does it drive her behavior?

You have to be honest with yourself here. As independent brands, a lot of you will have work that is high quality and on the more expensive side. It's easy to say "She wants quality and will pay for it." But does this really drive her purchases? Or do you have to find ways to appeal to her interest in "exclusivity" and "being the first"?

CREATING *your* CUSTOMER PROFILE

What about her style? Is she a weekend wear girl? Is she business casual? Is she professional? Is she a mix?

What about her style trends? Is she trendy, fresh, classic, modest, flashy? Somewhere in the middle? Why do you think this?

How does she spend a Saturday night?

CREATING *your* CUSTOMER PROFILE

How does she spend a Sunday afternoon?

How does she spend a Monday?

What are some things that she truly values in life? What's important to her?

CREATING *your* CUSTOMER PROFILE

What does she believe about the world? What is her outlook on life?

Now let's do some refining and editing. Based on the answers above, do this fun little exercise.

Pretend you are your customer. The following things have made up your day (Sunday):

- you woke up
- you ate breakfast
- you spent 4 hours in the afternoon on an activity
- you thought up a birthday gift for your best friend
- you ate dinner
- you interacted with 3 people
- you reflected on the past week
- you planned your week ahead

Now write about your day in your "journal". Recount your day and how you feel about the things that have happened in as much detail as you possibly can:
