

An abstract painting with vibrant colors including teal, blue, yellow, orange, and red, with visible brushstrokes and a textured surface.

Who's YOUR Linda?

Identifying your ideal customer and target market.

Harold J. DeVries

Business Advisor, Coach, Facilitator

Objective:

To identify, describe, quantify and understand who your best customers will be in your business.

- Describing your ideal customer
- Identifying your typical customer
- Creating a Persona
- Quantifying your customer base.

Harold J. DeVries

Business Advisor, Coach, Facilitator



Introductions:



Harold J. DeVries
Business Advisor, Facilitator, Coach

- 20+ years –Business Advisor, Coach
- 9 years- Professor-Conestoga College
- Assisted more than 1000 of entrepreneurs in the start-up and launch of their business ventures.

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I exist to serve by helping others build foundations.

What is business?

An exchange of
value



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Entrepreneur-Defined

“Entreprendre” – to undertake

Entre



Prendre

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One who stands between taking.

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A “Good”
Business

...is one that has **enough**....

Enough People
willing to pay **enough** money
often **enough** for the
business to be successful.

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A successful Business...

...is one which...

Generates **enough** revenue:

- To cover the costs of running the business
- To support your personal lifestyle
- To keep some profits in the business for it to grow.

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The Keys to Success

1. Know your customer
2. Trust your instincts...it is marketing not Rocket Science
3. Do what you say you are going to do
4. Have a plan

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Think of a Customer.

1. Take a minute to picture yourself serving a customer.
2. List the terms that you would use to describe this customer.
3. What do they “look” like?

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Customer description

Demographics

The statistics of a trading area.

Psychographics

The attitudes and tastes of a segment of a population

Quantitative

Qualitative

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Who is your Customer “Linda”?

- Describe your ideal customer.
- Your persona

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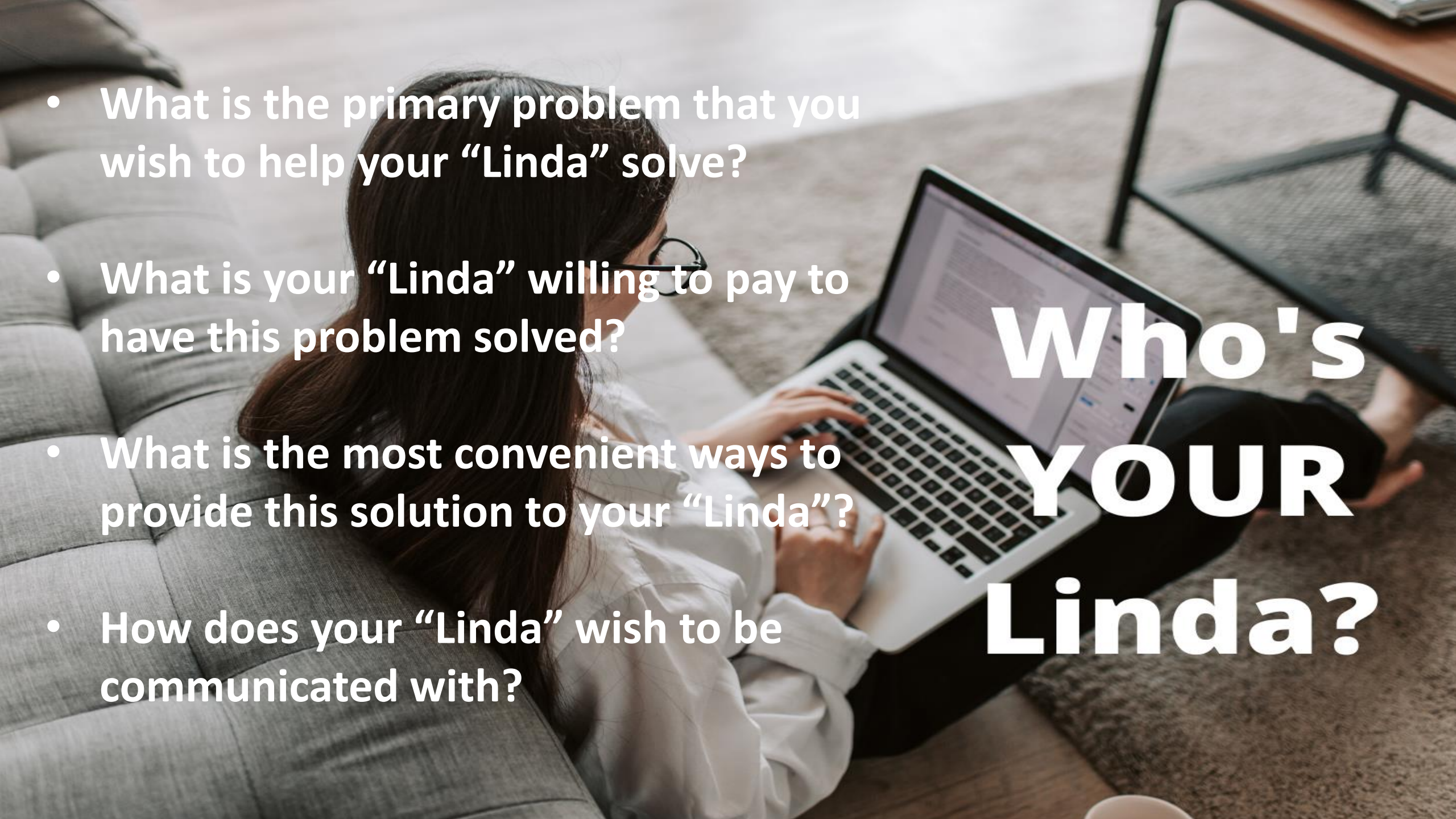
Create a Persona.

“Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.”

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<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

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- What is the primary problem that you wish to help your “Linda” solve?
 - What is your “Linda” willing to pay to have this problem solved?
 - What is the most convenient ways to provide this solution to your “Linda”?
 - How does your “Linda” wish to be communicated with?

**Who's
YOUR
Linda?**



Experimentation...

The key to discovery.

“The effort that is not absolutely necessary for learning what customers want can be eliminated.”

Cooper, B. (2016). *The Lean Entrepreneur: How Visionaries Create Products, Innovate With New Ventures, And Disrupt Markets* (2nd Edition) [Texidium version]. Retrieved from <http://texidium.com>

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How to find your “Linda”?

1. Getting out of the house.

2. If you have history, recreating a customer database with descriptors
3. Secondary Sources (Statistics Canada, Canada Business Ontario, Canada Post.)
4. Google

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Q & Eh!!

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