



Identify Your Ideal Customers

Every successful business has one thing in common: they are able to connect with their customers and provide a product or service that the customer is willing to exchange for money. Success happens in our customer relationships when we stop focusing on what we have and start focusing on the needs of our customers and filling them. The more we can learn about our customers and what they want and need, the better off we will be. The web and libraries are filled with books and courses about marketing to potential customers. The problem for business owners is that we become too overwhelmed. We see so many opportunities that our heads are swimming. To be prosperous, we need to know who are customers are and why they are buying from us.

Identify Your Ideal Customers

Take a piece of paper and write down 3 things about your **ideal or best customers** or clients. As business owners, sometimes we have customers we don't like dealing with for a variety of reasons and others we just love.

- 1.
- 2.
- 3.

Who are your best customers?



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What is it that you like about them? Why do you love doing business with these particular customers?

Where are your best and ideal customers coming from now?

Why are they buying from you?

What are you doing for them that keep them coming back?