

DEB GABOR BRIGHTSPOT®

Exercises



IDEAL CUSTOMER PROFILE

You're creating the profile of your ideal customer archetype – that means if every customer you have was like this, you'd be wildly successful. Use this worksheet to hone in on behavioral and attitudinal attributes that enhance the climate of consideration for your brand.

Describe the ideal customer for your brand in the space below.

Now, answer the following in-depth questions about the person you described above.

What do they LOOK like?

What is their day like?

What keeps them up at night? What are they afraid of?

What are their goals?

What are their challenges?

What do they care most about in life?

What makes them feel good?

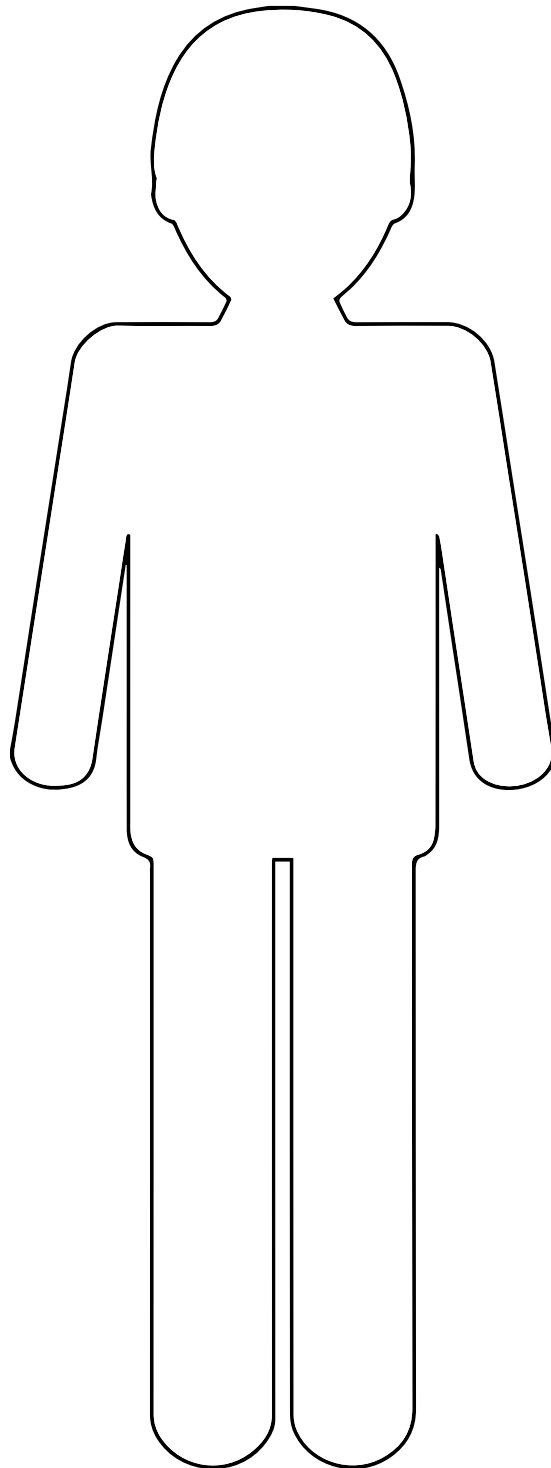
What makes them feel SEXY?

What makes them feel bad?

How do they measure success?

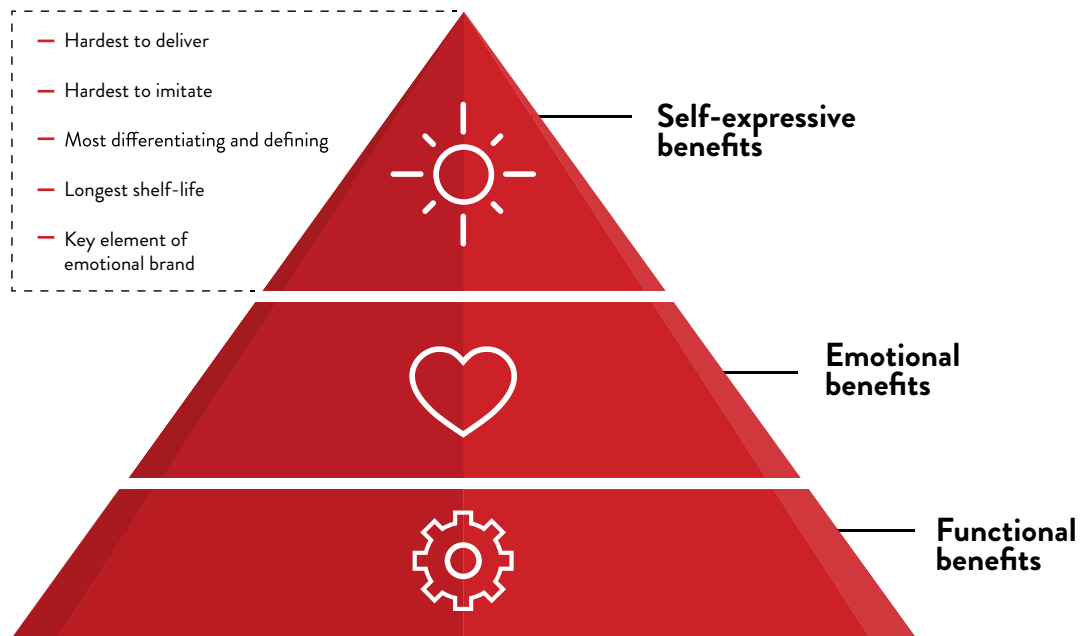
What do they need most from us in order to succeed?

Now, draw a picture of your ideal customer. Be as creative as possible. For instance, if your ideal customer is a good listener, draw her with big ears. If she's resourceful, give her a Swiss Army Knife with lots of tools. You get the idea.



Finally, write a summary description of your ideal customer below. Try to summarize your ideal customer's characteristics in one or two sentences.

THE BRAND VALUES PYRAMID



BRAND VALUES PYRAMID

What category are you in? Document your response below as a reminder while you complete the next exercise.

BASELINE REQUIREMENTS

What are the baseline requirements for your offering in THAT category? List as many as you can in the box below.

Baseline requirement	Rating (“Extra credit”)

EMOTIONAL BENEFITS

What are the emotional benefits your company, product, or service provides? Think about what you do that's different that enables your customer to do that he or she can't without you.

How do those special things make your customer feel? Use the chart below to document some of those things.

What unique features do we PROVIDE or unique things do we DO?	How does that make customers FEEL?
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VALUES AND BELIEFS

What values and beliefs do you share with your ideal customer?

Values	Beliefs
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THREE BRAND QUESTIONS

1. What does it say about a person that they use your brand?

2. What is the singular thing you provide that customers can't get anywhere else?

3. How do you make your ideal customer the HERO in his or her own story?