



**HOW TO CHARGE THE FEES YOU WANT AND
ATTRACT THE **PERFECT CUSTOMERS****

Understand why you struggle to charge the fees you want, learn how to overcome this issue and attract your **perfect customers** every time

Buyer personas and perfect customers

- What is a buyer persona?
- Who is your perfect customer?
- How do you identify your perfect customer?
- Why do you need a buyer persona?
- What are your perfect customer's problems?
- How do you get deep information on your perfect customers?
- How do you create a buyer persona for your perfect customer?

Buyer personas and perfect customers

What is a buyer persona?

In a nutshell a buyer persona is a representation of your perfect customer. It should be based around market research and real data about your existing customers. This data, for example, could include things such as demographics, behaviour, patterns, motivation and goals etc. So who is your perfect customer?

You need to clarify who the perfect customer is that you'd love to do business with. This will help you attract the right customers, for the right fee, and for the right reasons.

STOP trying to sell all things to every type of customer. You'll just attract the wrong clients, looking for the lowest prices! Sound familiar?

Your perfect customers normally share the same characteristics. They probably have a similar story. Most importantly, your business can help them and they can afford you!

This is why you need a buyer persona!

So how do you identify your perfect customer?

These questions will help you identify your perfect customer:

- Who has been your best client?
- Who have you delivered the most value to?
- Who have you liked working with the most?
- Who gives you the least amount of hassle?
- What are their likes and dislikes?
- What is their age?
- How many people live at the property?
- What type of property were they selling?
- Why were they selling?
- What job did they do?
- If they were retired, what job did they do before?
- What approx. income bracket would you put them in?
- What car did they drive?
- Do they go on lots of holidays and travel?

TASK: Now it's your turn to describe your perfect customer. Use the questions above to help you.

Your perfect customer...

Why do you need a buyer persona?

By creating a buyer persona and knowing your perfect customer, you'll be able to:

- Tailor your marketing efforts accordingly;
- Connect with your perfect customer more appropriately;
- Understand their needs better and more clearly;
- Solve their problems;
- Stop negotiating on your fees!

NOTE: If you don't know who you're aiming your marketing and communication efforts at, how are you going to sell your products and services?

What are your perfect customer's problems?

You need to identify your perfect customer's problems. What are their dominant problems? People buy because they have problems. You know your customers have problems because they usually have the symptoms.

Their problems must be real **BIG, PAINFUL** problems.

WHY?

People will not dedicate time, money or effort into small problems that they are coping with and managing to live with. The problem must be something whereby they absolutely must be free of the symptoms.

Really think about what bugs your perfect customer; what causes their acute frustrations?

These questions will help you identify your perfect customer's problems:

- What really frustrates your ideal customer?
- What do they wish they had more of, or less of?
- What do they fear?
- What negative buying experiences have they had in the past?
- Who or what do they dislike?
- What do they wish they could do but can't?

TASK: Now it's your turn to describe your perfect customer's problems. Their real pain points. Use the questions listed to help you. The better you understand your ideal customer's dominant problems the more you can ensure your product is the perfect solution, the ideal solution, the only solution. You can ensure you have a superior offering which is seen as a valued proposition.

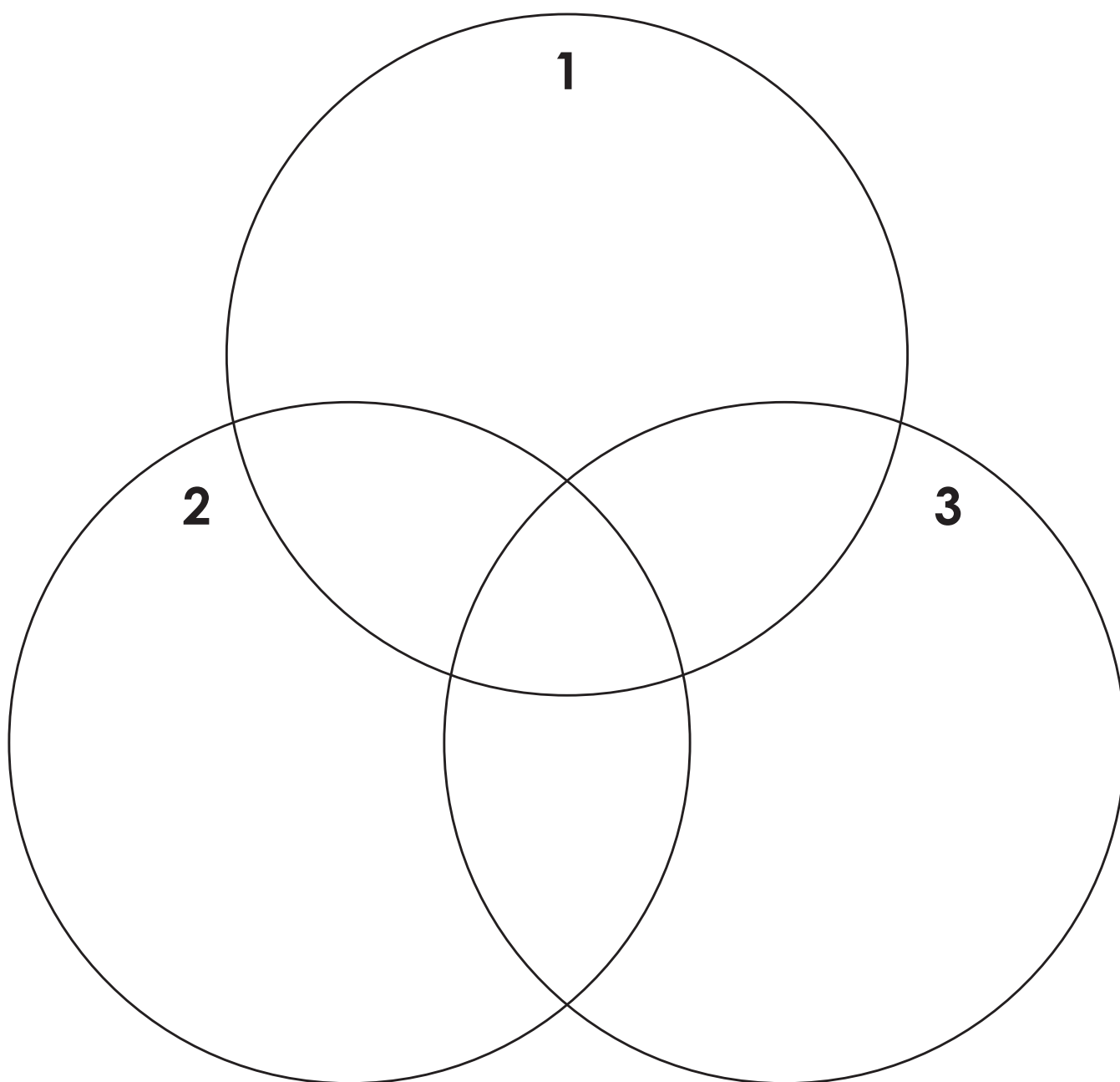
What are your perfect customer's BIG problems:

Now let's go even deeper...

What are your perfect customer's TOP 3 BIG PROBLEMS?

Narrow your perfect customer's big dominant problems down to just 3. These 3 top problems should be the ones you can solve with your products and services. By being clearer and knowing what these are, this will allow you to find your perfect customers by targeting your marketing specifically at these problems.

TASK: Now its your turn; what are your perfect customers top 3 big problems? List them in the diagram below.



Now let's go even deeper...

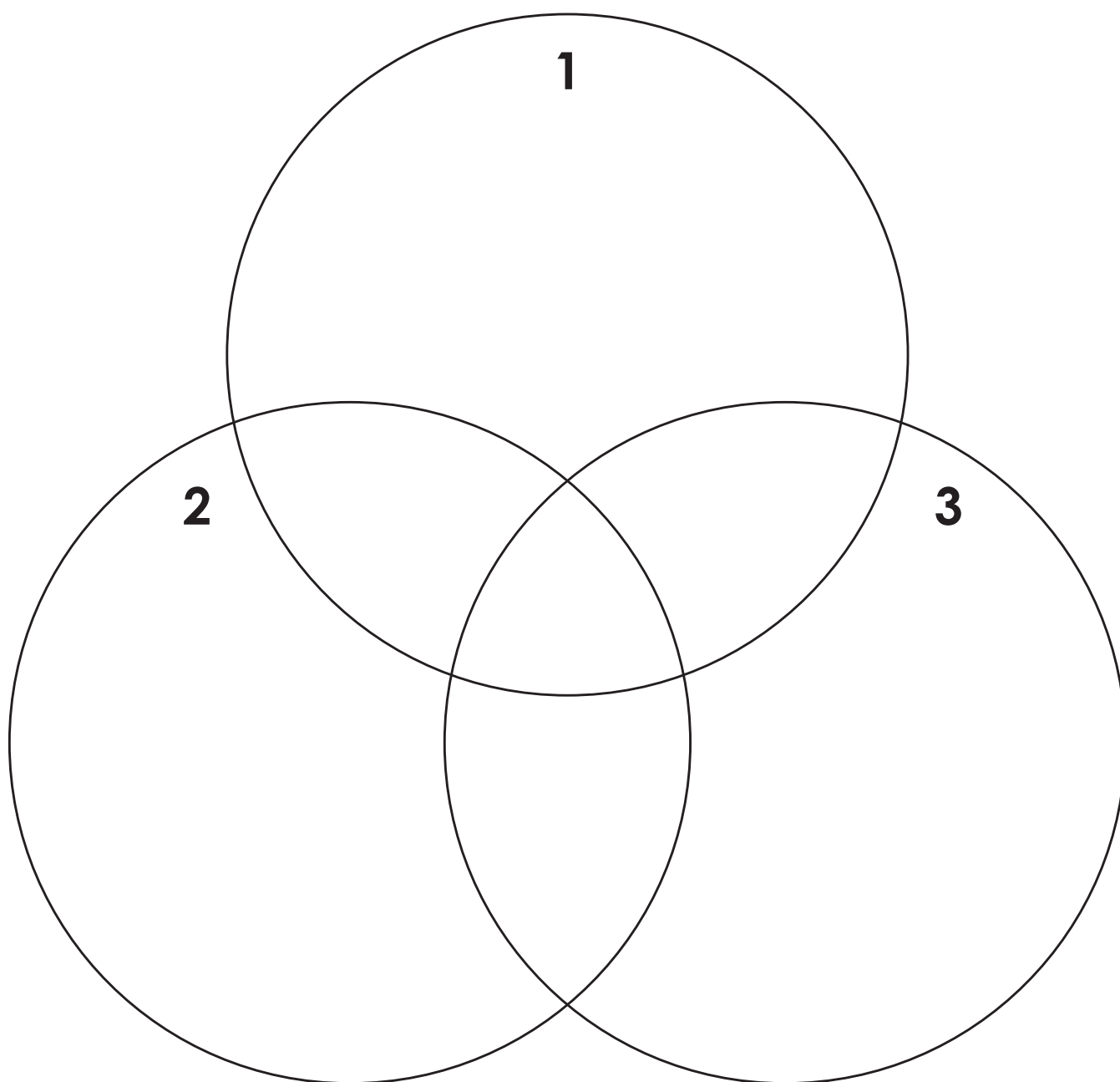
Let's go even further: The ultimate problem!

Where the top 3 big problems overlap is what is called your perfect customer's "ULTIMATE PROBLEM"!

This is their ultimate pain or deep fear.

By writing in the 3 big problems again from the previous task, now try to think of the 1 ultimate problem that those 3 things are the symptoms of.

TASK: Now it's your turn; what is your perfect customer's **3 BIG AND ULTIMATE PROBLEMS?** Complete the diagram below in order to complete the exercise...



Now you have a clear understanding of your perfect customer's ultimate problem and the 3 big symptoms of it, you can start to create the reason that your company exists and the perfect solution for the customers you want to work with.

TASK: Now its your turn; what solutions could you create to solve your perfect customer's ultimate problem?

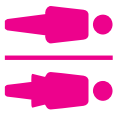
Now its time for you to create your strategy around how to charge the fees you want and attract your perfect customers

Remember, your perfect customers are the customers you want and have built a service for, not the customers you could have. The idea behind creating your perfect customer buyer persona is so that you can serve the most value to your perfect customers whilst still keeping your primary message focused on your USP. Remember, targeting too many people will lower the value of your USP because it is not honed in enough on the people that matter.

The aim of creating a buyer persona is to get the majority of your clients and contact database to be your perfect customer - how amazing would that be?

NOTE: We recommend to begin this process you completely focus on getting just ONE buyer persona for ONE perfect customer in place before you start trying to do others.

TASK: Now its your turn; have a go at creating a perfect customer for your business.



Perfect Customer

Name:

1

.....

Section 1: Who?

Background

Job? Career path? Family?

2

Demographics

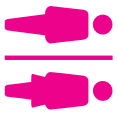
Male or Female? Age?
Income? Location?

3

Identifiers

Dreamer? Communication preferences?

4



Perfect Customer Name:

Section 2: What?

Goals

Primary Goal? Secondary Goal?

5

Challenges

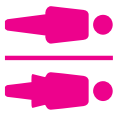
Primary Challenge?
Secondary Challenge?

6

What can we do

...to help our persona achieve their goals?
...to help our perfect customer overcome their challenges?

7



Perfect Customer Name:

Section 3: Why?

Real Quotes

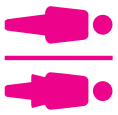
About Goals, Challenges, Etc.

8

Common Objections

Why wouldn't they buy
your product/service?

9



Perfect Customer Name:

Section 4: How?

Marketing Messaging

How should you describe your solution to your perfect customer?

10

Elevator Pitch

Sell your perfect customer on your solution!

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