

your amazing customer

knowing your customer is really
important so you can create content
that they can relate to and helps them



**SHINE
BUSINESS
ACADEMY**

shinebusinessacademy.com



Welcome to your amazing customer printable!

We are very excited to welcome you along and to help you plan out and create content for your audience! Building an engaged audience is essential for any small business, you need to be attracting potential customers to start, grow and scale and we can do this through creating content that supports and helps our audience.

Shine business academy is here to support amazing entrepreneurs to build their amazing businesses, having a business that is making you an income to support your life and dreams is incredible. We would love you too to have the balance and freedom in your life to help you follow your passions and build a life that you love. Shine is about being creative, learning new skills, belonging to a community, spreading kindness and having a positive impact on the world!



THAT'S WHY WE'VE CREATED THIS CHALLENGE
TO HELP YOU PLAN OUT YOUR CONTENT

Content planning challenge

- 1.** Identify your ideal customer avatar and learn all about them
- 2.** Identify the challenges and questions your customer has and work out how you can support your ideal customer
- 3.** Create content to grow and scale your audience

Thanks so much for downloading our guide we are excited to support you to grow your business

Shine Business Academy

**your
customer**

Formulate your ideal customer avatar

Being targeted in your marketing helps you build your business. Not everyone is your customer and the more you can learn about your customers the more you can create content that is targeted towards them and helps them solve problems that they have. This is the best way to build your audience.

Lots of businesses we work with want to target 'everyone' as potential customers but when you are talking to everyone you are not appealing to anyone.

For example, we've recently supported a florist who specialises in weddings, her customer avatar is really specific, she wants to attract couples who are getting married, that have a particular budget, that like her vintage style flower arrangements within her area. That is a really specific market and it is incredible that she understands her customers and their needs really well.

Her audience was full of her dad's friends who play snooker, old work colleagues and her aunt's friends who are not necessarily her ideal customer avatar and her main concern was that she wasn't attracting leads when she was creating content.

By writing and producing content for her ideal customer avatar she was able to grow her audience who were all potential customers, network within her area and industry and meet couples who are genuinely interested in her product or service. Social media algorithms were then able to understand her audience and put her in front of more people that matched her demographic. Knowing your potential customer really well is important when it comes to connecting with your audience.

STEP 1

It may be that you have more than one ideal customer

for example 'parents to be' access your pregnancy services and 'new parents' access your baby courses so you can create customer avatars for different elements of their business.

Get to know your ideal customer really well. Describe your ideal customer, think age, location, what they like, what needs they have, where they shop, their income level, what do they enjoy. List as much about them as you can.



My customer avatar

.....

.....

.....

.....

.....

.....

.....

.....



**Success is not the key to happiness.
Happiness is the key to success.**

If you love what you are doing, you will be successful.

Albert Schweitzer



STEP 2

Time to find out the challenges that your customers are having that you can help them with

The best way to build your audience and your business is to help people. Find out what challenges your potential customers are experiencing and write content that directly speaks to them and their challenges. This is an amazing way for you to be of service and demonstrate your incredible expertise.

Google is your friend for this task! Head onto google and type in a description of your client or their attributes and question or forum. This will give you access to places where your ideal clients are asking questions. For example

new puppy owner + forum
teacher + forum
mindfulness + forum

Have a look around the questions that your ideal client is asking and look for themes. For example are new parents talking lots about weaning or sleep, are pet owners seeking help to how to train their puppy not to eat shoes or business owners looking for advice on what tasks that they can delegate to a virtual assistant. Take note of any themes, this will formulate your content plan!

**THE FUTURE BELONGS TO THOSE WHO
BELIEVE IN THE BEAUTY OF**

THEIR DREAMS

ELEANOR ROOSEVELT

NEXT STEPS

**KNOWING YOUR CUSTOMER AND THEIR PREFERENCES,
PROBLEMS AND CHALLENGES IS REALLY HELPFUL FOR
UNDERSTANDING THE CONTENT THAT YOU CAN CREATE FOR
THEM TO HELP THEM.**

**HAVE FUN WITH IT AND BE SPECIFIC,
IT WILL HELP YOU GROW AND SCALE**

Shine Business Academy

If you have any questions please email us at:
hello@shinebusinessacademy.com



facebook.com/shinebusinessacademy



[@shinebusinessacademy](https://www.instagram.com/shinebusinessacademy)