



YOUR CORE CUSTOMER



INTRODUCTION

Having a core customer is the foundation of a successful business. Every coaching business has core customers usually three they can refer to when creating content.

This should be used to guide your marketing strategy but also to stay congruent while posting on social media, creating blog articles or simply running your coaching business.

If you don't have a core customer, you don't have to worry because with the simple formula I'm going to provide you, you'll have this done in no time!

Moe

Founder of Moe - Digital Agency for Life & Career Coaches



GENDER + AGE

Let's start with the basics, how old are they and what's their gender? Your core customers could be female and male there is no issue with this.

Try to create three core customers.

CUSTOMER 1

AGE + GENDER

CUSTOMER 2

AGE + GENDER

CUSTOMER 3

AGE + GENDER



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COUNTRY

Where are they coming from?

Someone from Canada will not share the same culture as someone in Germany for example. Knowing where your client live is important because it'll help you create content that will better resonate with them.

CUSTOMER 1

AGE + GENDER

COUNTRY

CUSTOMER 2

AGE + GENDER

COUNTRY

CUSTOMER 3

AGE + GENDER

COUNTRY



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HOBBIES

What are their hobbies and interests outside of work? Do they like to travel? Do some jogging? Read books? Think about what your previous clients told you.

If you don't have clients yet, no worries, you can still do this exercise.

CUSTOMER 1

AGE + GENDER

COUNTRY

HOBBIES

CUSTOMER 2

AGE + GENDER

COUNTRY

HOBBIES

CUSTOMER 3

AGE + GENDER

COUNTRY

HOBBIES



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WORK

What do they do for a living?

This one is important because depending on their job they'll probably not use the same social media or react to the same content.

CUSTOMER 1

AGE + GENDER

COUNTRY

HOBBIES

WORK

CUSTOMER 2

AGE + GENDER

COUNTRY

HOBBIES

WORK

CUSTOMER 3

AGE + GENDER

COUNTRY

HOBBIES

WORK



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DESIRES

What do they do desire?

Usually, this one is related to the problems they are facing and also to the solution you are providing. For example, someone with anxiety is probably looking to feel less anxious.

Try to find two to three desires.

CUSTOMER 1

AGE + GENDER

COUNTRY

HOBBIES

WORK

DESIRES

CUSTOMER 2

AGE + GENDER

COUNTRY

HOBBIES

WORK

DESIRES

CUSTOMER 3

AGE + GENDER

COUNTRY

HOBBIES

WORK

DESIRES



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PROBLEMS THEY ARE FACING

What's actually stopping them to get what they desire?

In other words, which problems are they facing? This is usually related to the solution you provide. This one is key because we are going to produce a lot of content around this so make sure to take the time to think about it.

CUSTOMER 1

AGE + GENDER

COUNTRY

HOBBIES

WORK

DESIRES

PROBLEMS

CUSTOMER 2

AGE + GENDER

COUNTRY

HOBBIES

WORK

DESIRES

PROBLEMS

CUSTOMER 3

AGE + GENDER

COUNTRY

HOBBIES

WORK

DESIRES

PROBLEMS



YOUR TURN

CUSTOMER 1

AGE + GENDER: _____

COUNTRY: _____

HOBBIES: _____

WORK: _____

DESIRES: _____

PROBLEMS: _____

CUSTOMER 2

AGE + GENDER: _____

COUNTRY: _____

HOBBIES: _____

WORK: _____

DESIRES: _____

PROBLEMS: _____

CUSTOMER 3

AGE + GENDER: _____

COUNTRY: _____

HOBBIES: _____

WORK: _____

DESIRES: _____

PROBLEMS: _____





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