

# WORKSHEET: HOW TO IDENTIFY YOUR IDEAL CUSTOMERS

## Look at your current customer base

### Take inventory of your current customer list.

What do they buy? How often? Where do they purchase from you most?

Where are your customers coming from? You can check your website and social media analytics; you can ask customers when they shop with you.

Once you see which customers are purchasing from you most reliably or frequently, look at their demographics. Are they mostly men or women? What age range are they in? Are they local or ordering from farther away? Demographics can help you understand how to reach your audience best, what platforms they are on for social media, and how they make purchasing decisions.

## Figure out what keeps a customer up at night

### Next, think through the pain points that drive your customers' decisions.

Customers are as busy, overwhelmed, and stressed as you are – and they're usually looking for something to make their lives easier.

If your customers are primarily women with families, for example, their pain points are likely having enough time and money to take care of their families. To make their lives easier, you can offer family bundles, make them affordable through coupons or recurring sale discounts, or offer delivery.

Understanding your current customer's persona can help you build marketing and operations that serve both you and your target customer.

## Look at your competition

### Now, look at what other farms in your state are doing.

Find successful farms with freezer trade or bulk sales (even CSA and bulk produce farms can provide useful information). What does their marketing look like? Do they have online stores, online payments, and delivery? Which markets do they attend, and where do they advertise?

Use your competition not to try to copy them but to learn from what others have done successfully. If a farm is similar enough to you, consider reaching out to the owners – most farms are happy to share information with each other, and shared marketing can be just as effective as your own.

## Listen, improve, repeat

### Try new things – listen to your customers – make changes – and repeat.

Once you know who your target customers are, you can start building marketing that's specific for them. Maybe you start offering delivery, add Facebook to your social media plan, or create flyers to take around town or build a new online store.

Whatever you do, remember to wait, listen to your customers to see how it works, and use that information to improve your marketing efforts. If you build marketing as an ongoing listening session with your customers, you'll continually get better and better.

[WWW.MEATSUITE.COM](http://WWW.MEATSUITE.COM)