



CUSTOMER TARGETING

mohammedKsheikh.com



Mohammed Kamil Sheikh

— Decide. Commit. Succeed —

This worksheet is designed for you to find your target audience. You can do this by really understanding the demographics, interests, goals and pain points of your customer.

So take a step back to identify each aspect!

Customer Avatar

Name of Your Customer:	E.g. Logan (Not wolverine, unless your target audience are mutants)
-------------------------------	--

Demographics

Age:	28 - 50
Gender	Male
Marital Status:	Married
Where do they live?	Ilford
Do they have children, if so how old?	2 (14 & 18) (4 &8)
What is their current occupation?	Business Owner, working in family business, business development for roofing company, self-employed contractors
What is their Job Title?	CEO, Managing Director, Head of Service, Self Employed
What's their Annual Income?	£35k to £50k
What's their Level of Education?	College or dropped out of Uni
What's their most Famous Quote?	"We work hard to do the best job possible"

Goals

What are their life goals?	Financially Stable, enjoy life with kids, they want to go on holidays, and want to systemise their business.
What are their business goals?	Make a clear profit income of £150K Want team of employees and contractors Want to help others do the same
Where do they want to be in 5 years' time?	Mortgage Free, have steady stream of income, they want to have time freedom
How do they think they can get there?	Work harder. Get more jobs.

Values

What values do they live by?	Hard workers, quality finish, clients must be happy
What are their ethics?	Respect, honesty, integrity, transparency
Where did they learn their values from?	Parents, religious teachings, school

Sources Of Knowledge

What books do they read?	
What websites do they learn from?	http://www.roofingtoday.co.uk/ http://rcimag.co.uk/ http://www.roofingmagazine.com/ www.iko.com/
Who are their Role Models or Mentors?	Kevin Taylor
What events would they attend?	http://www.rcishow.co.uk/ https://www.nfrc.co.uk/ http://www.roofingcontractor.com
What magazines do they read?	

Pain and Struggles

What do they find most challenging?	Technical aspects of digital technology Getting flow of customers Growth Strategy
What is the greatest pain?	They are working "in " their business and not "on " their business.
What is stopping them from overcoming this pain?	Not enough revenue to expand Not enough technical know how Very little time to learn and implement growth strategies
Why would they not be happy?	Because they work many hours in the day Many days of the week Not enough free time to enjoy life
Why would they struggle to achieve their goals?	No technical know how Don't know where to start

Objections

What would their objections be?	Don't Trust You! (That's why we offer a 7 day Free Trial my friend) Others have tried before (Have they used a conversion funnel) Its too expensive (Compared to what? Its not a cost but an investment, if I were to give you 10k worth of roofing contracts this month how much would you be willing to bid?) All this technical thing scares me (You don't need to do anything, I will set it all up)
What could overcome their objections?	
What role do they play in the decision process?	Owners (final decision maker), son or family member (Influencer), SMT (Influencer), Middle Management (Delay in process), Builder (bit more delay)

Apply for Your Free Coaching, where I will coach you till you reach \$10k per month