



Customer Identification Worksheet

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1. What are you selling? What is your product/service?

2. Who is your current target market? Describe them:

3. Look at all of your sales over the last 90-180 days, are there any patterns you see? What similarities do your customers share? Were there any groups that were quick/slower to buy?

4. Look at the people who engage with you online (like your photos, send you messages, follow your page etc) are there any patterns you see? What similarities do these people share?

5. Think back to your recent conversations with prospects, what questions did they have? What were they interested in? What objections did you face?

6. Look at your current customers/clients, are there any 'subsections' or demographics that take up a large portion of your total sales volume? Are there any patterns you see?



7. Think back to customers/clients you've dealt with in the past that you absolutely loved, are there any similarities in these people?

8. Think back to customers/clients you've dealt with in the past that you didn't enjoy working with, are there any similarities in these people?

9. Looking at all the information above, what patterns are emerging? What demographic makes up the majority of your customers/prospects. Describe the similarities they share: