



Harold J. DeVries
Business Advisor, Facilitator, Coach

Who's Your Linda?

Identifying your Target Market

20+ years –Business Advisor,
Coach
9 years- Professor-Conestoga
College
Assisted more than 1000 of
entrepreneurs in the start-up and
launch of their business
ventures.



Harold J. DeVries
Business Advisor, Facilitator, Coach

I exist to serve by helping others build foundations.





Objective:

To identify, describe, quantify and understand who your best customers will be in your business.

- Describing your ideal customer
- Identifying your typical customer
- Creating a Persona
- Quantifying your customer base.

**Who's
YOUR
Linda?**



What is business?

An exchange of value

Entrepreneur-Defined

“Entreprendre” – to undertake

Entre



Prendre

[This Photo](#) by Unknown Author is licensed under [CC BY](#)

One who stands between taking.



A “Good” Business

...is one that has **enough**....

Enough People

willing to pay **enough** money

often **enough** for the business to
be successful.



A successful Business...

...is one which...

Generates **enough** revenue:

- To cover the costs of running the business
- To support your personal lifestyle
- To keep some profits in the business for it to grow.

The Keys to Success

1. Know your customer
2. Trust your instincts...it is marketing not Rocket Science
3. Do what you say you are going to do
4. Have a plan

Think of a Customer.

- Take a minute to picture yourself serving a customer.
- List the terms that you would use to describe this customer.
- What do they “look” like?





Customer Description

Demographics

The statistics of a trading area.

Psychographics

The attitudes and tastes of a segment of a population

Quantitative

Qualitative

Who is your Customer
“Linda”?

- Describe your ideal customer.
- Your persona

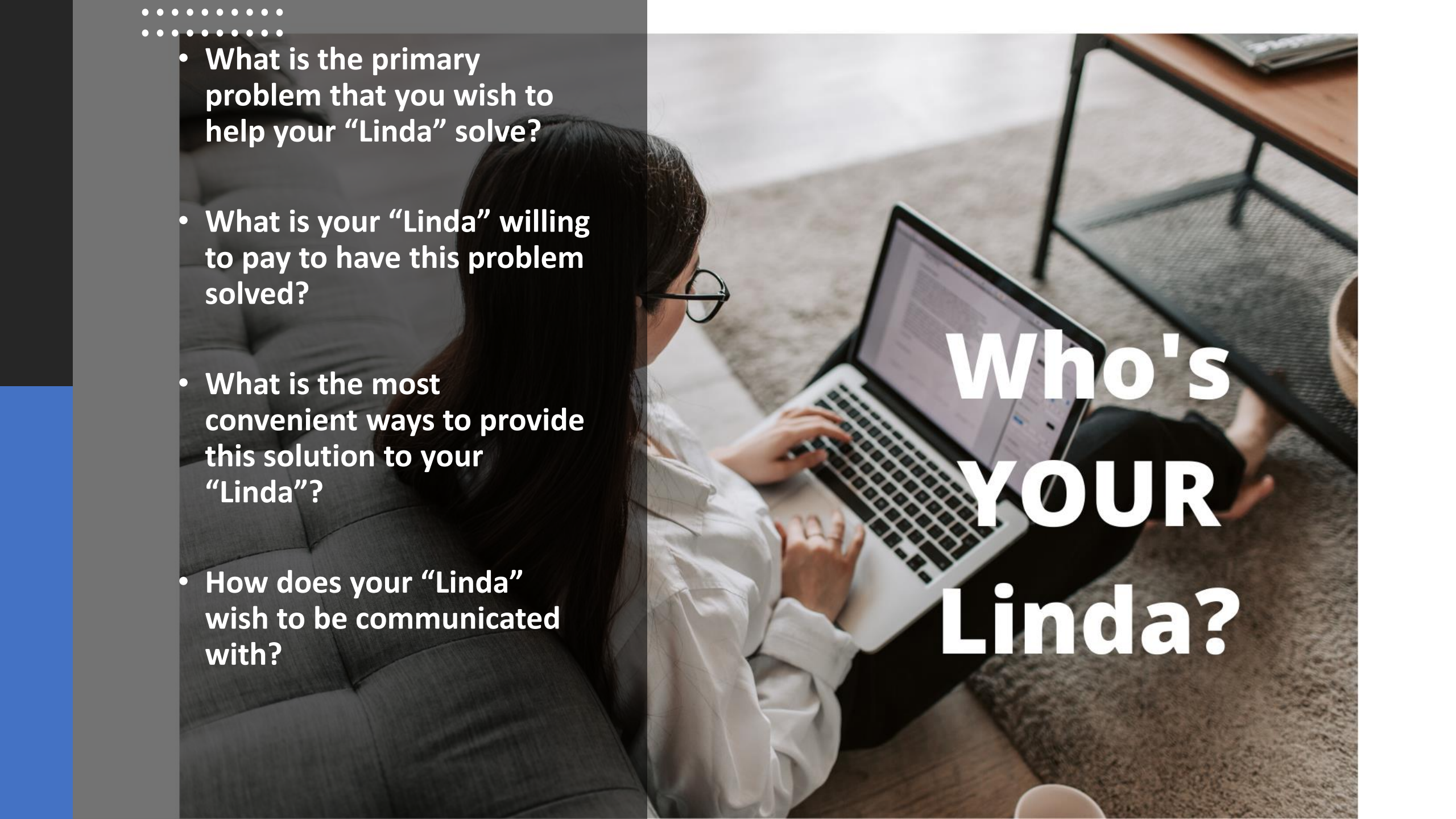




Create a Persona.

- *“Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.”*

<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

- 
- What is the primary problem that you wish to help your “Linda” solve?
 - What is your “Linda” willing to pay to have this problem solved?
 - What is the most convenient ways to provide this solution to your “Linda”?
 - How does your “Linda” wish to be communicated with?

Who's YOUR Linda?



Experimentation...

The key to discovery.

“The effort that is not absolutely necessary for learning what customers want can be eliminated.”

Cooper, B. (2016). The Lean Entrepreneur: How Visionaries Create Products, Innovate With New Ventures, And Disrupt Markets (2nd Edition) [Texidium version]. Retrieved from <http://texidium.com>

[This Photo](#) by Unknown Author is licensed under [CC BY](#)



How to find your “Linda”?

1. **Getting out of the house.**
2. If you have history, recreating a customer database with descriptors
3. Secondary Sources (Statistics Canada, Canada Business Ontario, Canada Post.)
4. Google



Harold J. DeVries
Business Advisor, Facilitator, Coach

Q & Eh!!