



## Lesson 4

Answer these questions to create a more solid idea of your ideal customer.

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If you could only work with a few customers, who would you choose?

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Why are they ideal for you?

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What do these customers want from your business? Think not just about the service provided, but how doing business with you specifically makes them feel.

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## MYOB Worksheet

What do you want from these customers?

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What kind of story about your business will you tell customers about why you are the best fit for them?

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What story will you tell customers about why they are the best fit for you?

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How many of these customers do you need to build a viable business? Are they recurring or one-off?

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Where will you find these ideal customers?

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## MYOB Worksheet

How will your customers find you?

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How will you price your products and services to attract only those ideal clients?

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Are you relying on sponsorship or advertising as a revenue stream?

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