

Know Your Customer

Before you market, understand who you're talking to

The biggest marketing mistake is trying to talk to everyone. The most successful businesses speak directly to one type of person. Before you post on Instagram or attend a networking event, get clear on WHO your ideal customer is.

Ask Yourself These Simple Questions

- Who is most likely to buy my product or service?
 - What problem am I solving for them?
 - Where do they spend time online and offline?
 - What matters most to them — price, quality, convenience, or trust?
 - What language do they use? (Hindi, English, local dialect?)
-

Simple Customer Profile Template

Profile Element	Your Answer
Age Range	e.g. 25-40 year old women in Delhi
Occupation	e.g. working professionals, homemakers etc
What they need	e.g. affordable home cooked delivery
What they value	e.g. taste, freshness, on-time delivery
Budget	100/- to 200/- per meal

Quick Exercise: Write down the name of your 3 best existing customers. What do they have in common? That's your target audience. Market to more people like them.