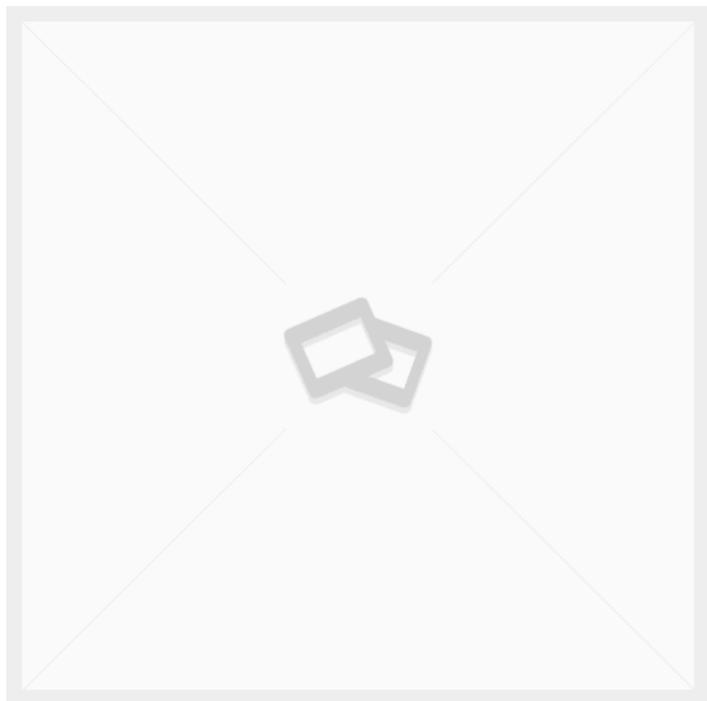


# WHY YOU NEED A PERFECT CUSTOMER AND HOW TO FIND THEM?



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**Categories:** [Level: Beginner](#), [On-Page SEO](#), [SEO Tips](#)



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## **The problem of not having the right customer**

Finding the perfect customer can be easier than you might think now! You probably know the good old children's toys, where you have to push square and round building blocks into the right holes. For us adults, this has become a natural thing, but for children it's a real challenge. In the same way, many coaches, consultants and trainers start out with their blog or website like a child in front of this toy. They try to stuff the square through the circle and if it doesn't work, they just try to force it.

Many create content for their blog that just doesn't fit. The content isn't bad - it just doesn't hit fruitful ground when it comes to the reader. It's like a mom serving spinach all the time when the kids want fries - spinach is healthy, but it's not what the kids want. Likewise, you may create good content, but it just hits the wrong targets - and that's why no one ends up spending time on your blog. To avoid such mistakes, there is a very effective and simple trick:

# How to find the perfect client

You have to create a perfect customer. Then you will never again make the mistake of serving spinach in a French Fries restaurant.

You're probably wondering now what advantages such a [perfect customer](#) has for you.

Here are the three most important benefits:

## Your content flows

If you know exactly who you're writing for, you'll be surprised at how easy it is to [create new content](#).

Numerous bloggers and website owners suffer from writer's block or believe that they have already completely covered their topic. They end up sitting in front of a blank page and somehow the ideas just won't come.

But if you have your perfect client, then you can put them up above your desk and have a dialogue with your perfect customer - and just write that dialogue down. You're no longer writing for a blank page, you're writing for a human being.

Imagine sitting with your perfect customer at a table in the café around the corner and helping them with their problem. This is the best cure for writer's block par excellence.

When you sit down with your client, you'll also immediately come up with lots of article ideas because every problem your client has is at least one article idea for your blog.

## Your content fits

If you know who you're writing for, your content will [fit the audience](#) way better.

The content fits, and you'll notice that in one thing above all: **the comments**.

If you've really hit the mark, you'll see an increase in the number of comments that sound something like: "Finally, someone's saying it." "You hit the nail on the head." "You're saying what I've always thought but couldn't put into words."

Your readers will be thrilled because you spoke to their heart and didn't just write a blurb. You've solved a problem that's really on your readers' minds, not just made a make-believe problem go away.

But if you don't know your readers' problems, you can't solve them.

Another benefit: the shares of your articles will also increase.

I don't share cat content - not because it's bad, but because it doesn't appeal to me. Instead, I share

emotional stories, brilliant texts and super helpful blog articles. Cat content doesn't get a single share from me because I'm simply not the target audience.

But when the right content meets the right target group, it's like a chemical reaction and the shares explode. This is called viral content.

## **Your products sell**

We keep telling you: to make decent money with a blog or website, you need to sell a product.

Many bloggers follow this advice and create products. They put days, weeks and even months into developing a digital product, then publish it and ....

### **And nothing.**

Nobody buys the product and sales tank. Why? It could be that the product is bad. But what's much more likely: your readers don't need this product. So simple. Such a pity.

A Ferrari is a first-class car, but if you want to sell it to an elementary school student, your sales will be zero.

So knowing your target audience is much more than just psychology and some market research - in the end it determines whether you can pay your bills. So you need to know your target audience better than you know yourself.

If you want to know what your target group is willing to spend money on, you can start with this question:

## **Which problem keeps my customer awake at night?**

If you have an answer to that question, I can guarantee you that you can easily charge money for that answer!

## **How to create your perfect customer**

Now, to create a perfect client, you should take a piece of paper and write a profile that includes the following points:

### **1. Current position**

Where is your client currently? Is he a student, manager, freelancer, creative, office worker, father...?

### **2. Desires**

What does my customer want? What does he dream of? More money, more time, more

freedom, his own business, a steady job, a steady partner...?

### 3. **Problems**

What problems does my customer have? What annoys him? He doesn't have time, he doesn't know which tools to use, he doesn't know where to start, he is afraid, he doubts himself...

### 4. **Niche**

What niche is your client in? Marketing, making money online, entrepreneurship, family happiness ... *Small tip:* You can also give your perfect customer a name, so that the entire thing looks more realistic.

## One example how this could look like

My perfect client's name is Thomas and he is 25+.

### 1. **Current position**

He has a university degree and has a job that gives him enough time and energy to do some creative work on the side. He is not a super creative person, but he likes to write and to realize himself by it.

### 2. **Desires**

He would like to run a successful website (at least) in addition to his job. He not only wants to earn money with it, but also fulfill himself as an author and writer. He also dreams of writing his own book one day.

### 3. **Problems**

He has no idea how to write to be read. He doesn't know how to create exciting texts and he only knows "university English". He also has no idea about blog promotion and online marketing. Publishing books also kind of scares him off.

### 4. **Niche**

Hobby writers, amateur writers, marketers and professional writers who want to build a website. This is usually enough for a profile.

## My final thoughts

Create a perfect client for yourself and you will get rid of many concerns.

You'll know what content to create. You'll know what problems to solve and you'll know what content will get comments and shares.

Don't just create the customer, write for him. Talk to him like you would talk to a good buddy.

The biggest advantage, however, is that if you know where the pain is, then you also know what the customer wants to pay money for.

Therefore, create a perfect customer today and write for him in the future. The better you can put

yourself in the customer's position, the better the article will be accepted by the audience.

**Now it's your turn:**

Do you actually have a perfect customer? If so, post it below as a comment. If not, where are you stuck?

**There are no comments yet.**