The Core Customer Focus™

Worksheet Objective:

To define WHO and WHERE the Brand Promise will be created for.

Core Customer

Create a Buyer Persona based on real clients who: Buy for optimal profit, you want more of, say please and thank you, who refer you to others, and who see you as a partner.		
List names of REAL clients	List the matching key attribute	Short description of your Core Customer
*	*	*
*	*	
*	*	
*	*	
*	*	
*	*	
*	*	

Define Your Area of Play - Sandbox

Decide roughly what your 3 year revenue target is going to be. What do you need to dominate to hit your 3 year revenue target? Should be large enough to hit your target and small enough to stay focused. These are demographics, geographics, business lines, channels, verticals, etc.		
List of Attributes	List of Attributes	Short description of your Sandbox
*	*	*
*	*	
*	*	
*	*	
*	*	
*	*	
*	*	