

# Evaluating Your Customer



Think about your target customer, brainstorm using the following questions.

<b>Where will you find your customer?</b> e.g. geographic area, day-to-day, urban/rural	<b>Who is your customer?</b> e.g. age, gender, education level, income level
<b>What is important to your customers?</b> e.g. values, lifestyle, behaviors	<b>What are your customers' pains and/or what gains are they looking for?</b>