

## Your Ideal Farm Customer

Knowing who your ideal customer is shapes how you speak, write, and market to them. The power of knowing your ideal customer is that you can stop guessing who you're trying to reach and focus on one person. You don't have to try to convince everyone to buy from you — instead, you can grow the relationship with your ideal customer: someone who shares your values and is looking for what you have.

**While the goal is to sell to many customers, creating one specific person as your ideal customer will actually allow you to reach more people.**

There's a saying that goes, "when you're talking to everybody, you're talking to nobody." Trying to reach everyone will actually dilute your message. On the flip side, speaking directly to one person will draw many more in to learn about your offer.

**Use these questions as a starting point.**

If you already have an ideal customer in real life, you can think of them. If you don't, make someone up — there are over 7 billion people in the world, so it's very likely that even a made up ideal customer actually exists.

The goal here is to understand your ideal customers in a way that allows you to genuinely connect with them and speak to them in a way that makes them feel seen, heard, understood, and excited to buy from you.

Remember, what you're offering is valuable and important, not just on an individual level but on a community, regional, even global level. Authentic marketing will help you grow your positive impact and enrich the lives of your customers along the way.

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### Your Ideal Customer

Name:

Age:

Family (kids, spouse, if any):

Worldview (what do they believe in and care about):

What do they do for work:

How much do they make/year:

What they do for fun:

What magazines, blogs, books do they read:

What do they dream about:

What are their fears and frustrations:

*(This can be in relation to your offerings or not. For example, your IC might say: Everything feels so overwhelming. Everytime I hear the news I get a sick feeling in my stomach and wonder what the world will be like for my kids when I'm gone. Will they have good lives? Will they live in a world that's peaceful or torn apart? How can I give them the same stability my parents gave me? How can I tell them that everything's going to be okay when I'm not sure it will be?)*

What is their ideal solution to those fears and frustrations:

*(For example: I wish there was some way I could show my kids - and myself - that we can actually do good things to help the world. That it's not all gloom and doom like the news makes me feel. I know we always feel better after we go for a hike or do something together outside, but I want to give them something they can really dig into and grow from. Something that will give us all a sense that there's hope and that we can make a tangible difference in the world.)*

What does their ideal life look like: