

# WHO IS YOUR CUSTOMER?

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## GET TO KNOW YOUR IDEAL CLIENT

### CREATE A CUSTOMER PROFILE

If you have identified your niche correctly you should be able to answer the question: “Who is my photography for?”.

Think carefully about who your ideal 2 or 3 customers are and then write down everything you know about them.

If you have more than one area of photography, you may have different customer profiles for each one.

Include:

- What their values are
- What types of brands they like
- Where they live
- What they do in their spare time
- Their age
- Who influences them
- Where they go to relax
- What type of job they do
- Everything else

These are the people you are trying to reach when you promote your work.

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