



Customer Segments

You will use this worksheet to generate some ideas about who your customers might be. Identifying your customers as accurately as possible is important because it allows business owners to make *(and market)* their products to the right people.

Customer Segment: a group of customers that have similar characteristics. Examples of characteristics are gender, age, income, location, lifestyles, etc.

Warm-up Question

What are three customer segments you belong to?

Question #1

What are three customer segments you want to sell to?

**hint: who is going to have their problems solved by your product?*

Question #2

Now you will describe what your customer segments want or value from your business. Finish the sentence below using your answers from question #1. Adjust the sentence to be appropriate for you (*i.e.* change 'business' to 'non-profit').

My business plans to sell to _____ and _____
customer segment customer segment

These customers want _____
description of what the customer values or wants

Examples Sentences

My beading business plans to sell to families with graduating students and brides. These customers want to celebrate an important milestone in their own lives or their loved ones with custom beadwork.

My food sovereignty non-profit plans to serve Native Americans who live in Spokane. These participants are people want to learn how to eat as healthy and cheap as possible.

FINAL NOTE

A successful business owner is flexible and adapts with the needs of their customers. Revisiting your customer segments allows for you to identify opportunities, unmet needs, shift gears when necessary, and sell to customer needs!