

# Who is YOUR Customer?



*A worksheet to identify your market*

**Conjure up the ideal customer who would regard your work as a treasured gift. With this visualized image fresh in your mind, now complete the following:**

	List with <b>DETAIL</b>
<b>What does this customer look like?</b> How are they dressed? Do they wear name brands or handmade clothing? Are they eclectic or is their appearance business-like?	
<b>What type of car does this customer drive?</b> Do they buy a car for affordability, status, practicality, name recognition, or nostalgia?	
<b>What is this customer's occupation?</b> Are they a doctor or a car mechanic? Or do they support themselves through a spouse or trust fund? Do they work with their hands or do they work with people?	
<b>Where do they live?</b> Do they live in small apartment in the city? Do they own a country home? Or do they have several homes?	
<b>Is this customer a specific gender or ethnicity?</b>	
<b>What other art does this customer buy?</b> Do they focus on functional pottery because they like to throw parties? Or do they buy mainly paintings to fill their large empty walls at home? Imagine how this work could compliment your own.	
<b>What other shows might this customer attend?</b> Where do they typically buy handmade objects?	

**What does this profile tell you about your customer?  
Everything! After all, you know your work best.  
If you struggle with completing this ideal profile,  
perhaps your work needs more honing.**

*How can you sell effectively if there is no line of focus?*

**The *Rosen* Group**

3000 Chestnut Ave, Suite 300, Baltimore, MD 21211  
410.889.2933 • [info@rosengrp.com](mailto:info@rosengrp.com) • [www.AmericanCraft.com](http://www.AmericanCraft.com)