

# **A BUY FROM A BLACK WOMAN WORKSHEET**

# **CUSTOMER PROFILING**

**In order to know how to market to your customers, you must understand who your customer is. Creating a customer profile will allow you to tailor content to suit your customer base, sell more to existing customers and identify buying patterns and habits that will help you make short & long-term projections about your business. Use this Buy from a Black Woman Customer Profiling worksheet as your guide in helping you understand customer behavior.**

**Once you understand customer behavior, everything else will fall into place.**

## **Psychographic View**

(Personality, Attitude, Ethic)

## **Behavioral View**

(Shopping location, Purchasing habits, Degree of loyalty)

## **Sociographic View**

(Social Media, Community, Groups/Clubs)

## **Geographic View**

(City/Rural, Climate, )

## **Demographic View**

(Age group, Status, Occupation & Salary )