

# Customer Clarity assessment

How well do you know your  
ideal customers?

START  
HERE

- |  | YES                   | NO                    |
|--|-----------------------|-----------------------|
| 1. Our entire organization is on the same page as to who our ideal customers are.  | <input type="radio"/> | <input type="radio"/> |
| 2. We analyze our customer transaction data to identify our most valuable customers.   | <input type="radio"/> | <input type="radio"/> |
| 3. We know the basic demographics of our ideal customers including age, income, family status, etc.                          | <input type="radio"/> | <input type="radio"/> |
| 4. We know what issues and values are important to our ideal customers.  | <input type="radio"/> | <input type="radio"/> |
| 5. We know what activities, hobbies, and interests our ideal customers enjoy.  | <input type="radio"/> | <input type="radio"/> |
| 6. We know how to reach our ideal customers by using their preferred media channels.   | <input type="radio"/> | <input type="radio"/> |
| 7. We know why our customers choose us over our competitors.   | <input type="radio"/> | <input type="radio"/> |
| 8. We understand what our customers are trying to accomplish by using our product/service.                                   | <input type="radio"/> | <input type="radio"/> |
| 9. We know our ideal customers' thoughts, feelings, and beliefs about our company/brand.                                     | <input type="radio"/> | <input type="radio"/> |
| 10. We know the primary reasons why we lose customers.   | <input type="radio"/> | <input type="radio"/> |
| 11. We provide our marketing agency with our ideal customer profile enabling them to deliver excellent results consistently. | <input type="radio"/> | <input type="radio"/> |
| 12. A deep understanding of our ideal customers informs our strategic planning efforts and company direction.                | <input type="radio"/> | <input type="radio"/> |

**Your Score? Give yourself 1 point for each YES** —————> \_\_\_ /12

01-06

The good news is you have incredible upside! Spark your growth with customer clarity.

07-10

You're further ahead than most. Some refinements can take you even further.

11-12

Congrats - you're a shining star! We'd love to compare notes with you. Let's have coffee!