

## I Ideal Customer

Describe your ideal customer. Build a profile so vivid that if you read it to your best friend they could go and pick your ideal customer up from the airport even though they had never met. Use an image that shows your ideal customer enjoying the outcome of your product or service?

## M What matters most to your ideal customer?

What role does your product play in the life of your ideal customer? How is their life or their experience with you positively affected by that role? What is the outcome that matters most to your ideal customer?

## P Positioning statement

What word or words could you attach to your business name or brand to make it more meaningful to your ideal customer in terms of the outcome they seek? For example: The Greatest Feeling On Earth, Love..., The Best Family Night Out...

## A Activator

The two critical elements for an effective activator are;

- 1 The reason to act - give them reasons to use your product.
- 2 The reason to act NOW - give them a deadline.

## C Consistency

This refers to both consistency of your messaging and the frequency of having your story out there influencing customers at the most critical time. When they need you.

## T Target and Track

In what environment or on what platform should this story run to most effectively target my ideal customer?

For more information, or help developing your IMPACT Marketing Model, contact your Club Account Executive or the ADvantage Club team at [members@advantageclub-int.com](mailto:members@advantageclub-int.com).