Solution

# 4. Who They Are

*Below is an example answer. Your solution may differ from the one provided – that’s okay! The goal is to think about how to put these marketing tips into practice.*

b. Teresa’s ideal client’s demographics might fall under ages 16 to 25, single, shared housing.

You should always define your ideal client so you are targeting the people that you want to sell to. Demographics are a good place to start when defining your ideal client.

Demographics:

* Socio economic factors – age, sex, education, income level, marital status, occupation, size of family.
* Demographics are statistical, not personal.

Teresa specializes in custom built gaming computers. Teresa may determine that her ideal client’s demographics fall under ages 16 to 25, single, living in shared housing. This demographic may have the most interest in gaming, and enough disposable income to buy Teresa’s computers.

To understand her ideal client more, next Teresa should also find out more about who they are on a personal level, for example their likes, dislikes, fears, dreams.