



Cornucopia

CREATIONS

FACEBOOK ~ CUSTOMER SEARCH WORKSHEET

Answer these customer/prospect questions to unveil other, potential keywords on which to search for additional target markets. First, write in your answers. Then we'll go back in search of fresh targets.

ABOUT YOUR CUSTOMERS / PROSPECTS:

1. **Gender?** _____
2. **Age?** _____
3. **Marital Status?** _____
4. **Kids?** (If any, how old are they?) _____
5. **Pets?** (Type, age, importance?) _____
6. **Education Level?** (High school, college, post-graduate degrees?) _____
7. **Household Income Level?** _____
8. **Career Level or already retired?** (Where are they at?) _____
9. **Geography:** (Where do they live? Zip code(s)? Neighborhood(s)?) _____
10. **Vehicles?** (What do they drive? What do they like best about their vehicles? Is it safety? Speed? Maneuverability? Leg room? Heated seats? Do they ever use public transportation?) _____

11. **Hobbies and Interests?** (Travel, winemaking, volunteering, woodworking? Philanthropy?) _____

12. **Sports activities?** (Golf, skiing, hiking, sailing, boules, Petanque, horseback riding, deep sea fishing, scuba diving?...) _____

13. **Volunteering?** (What are their pet projects or groups?) _____
14. **Entertainment?** (TV, movies, plays, concerts, opera, jazz, etc.? And where do they see/hear them?) _____

15. **Are there specific events they go to every year?** (Fundraisers, Balls, Conventions, Family reunions, 2nd or 3rd home...?) _____

16. **Restaurants?** (Do they eat out? How often? Where? Favorite foods or types of service?) _____

17. **Do they cook?** (Fanatically? Gourmet? Reluctantly?) _____

18. **Travel?** (How frequently? Where? What types of hotels do they prefer?) _____

19. **Special needs or health issues?** _____

20. **Are there any products or services they buy regularly?** _____

21. **What do they like to spend money (or splurge) on?** (What do they absolutely NOT like to splurge on?) _____

22. **Grocery Shopping?** (Location) _____
23. **Wine shopping?** (Location) _____
24. **Clothing shopping?** (Location) _____
25. **Books, reading material shopping?** (Location) _____
26. **Magazines or other publications?** _____
27. **Shopping for furnishings, other high end items?** (Location) _____
28. **Special Indulgences?** (Spa treatments, manicures, facials?) _____
29. **How much of their shopping is done online?** _____

30. **Technology Equipment?** (Laptop, iPad, smart phone?) _____
31. **Email?** Provider (Gmail, yahoo, AOL, Outlook, etc.) On smartphone or desktop? Do they shut it off or is it on all the time? _____

32. **What blogs, newsletters, e-papers?** _____
33. **Websites?** _____

34. **Social media?** (Is your audience addicted to Twitter and Facebook, or scared to death of them?) _____

Upon completing, go through all your answers to search for new words and phrases you can use to perform new searches on Facebook. Example: If you know a majority of your clients read the New York Times, here is a new term to search (and you can regularly review their Facebook page for potential new clients). If they're into comic books, seek out all the comics pages for prospective Fans and clients. Circle or highlight new keywords and phrases to search for Fan-building.