

## CONSUMER SKETCH WORKSHEET – page 1

Before doing this worksheet, please consider doing research (DIY or commissioned) to understand who your consumer is. In doing research, you will have a real understanding of who your consumer is, and you will be able to fill this worksheet using actual data points. You will need insight into this consumer to develop a brand blueprint, so it's a good idea to do so before tackling this worksheet.

Follow these three steps to developing a Consumer Sketch:

### **Step 1 - Write a brief description of your consumer.**

Sketch out your consumer profile by including her demographics, psychographics, lifestyle, and attitudes towards your category and brand. Include the answers to these questions (I've used the pronoun *she* in these questions, to avoid using multiple gender pronouns):

- What's her name and age?
- Where does she live?
- What does she do for a living?
- What does she do for fun? What does she care about?
- Where does she shop? What brands does she buy?
- What kind of media does she use? What types of shows and movies does she watch? What kind of music does she listen to?
- How does she relate to your category or product? What matters to her? Why does it matter?

Use these questions to help you create a concise description that brings this consumer to life. The point is not that you are targeting this specific consumer profile. Rather, this sketch is a way to bring to life the type of brand loyalist you want to attract. Write your target description here:

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### Step 2 - Give a name to this type of consumer.

Come up with a shorthand for the type of person your consumer is; describe your consumer in three words or less. This name should telegraph her essence. The words you choose should conjure up a compelling image of this consumer. Remember – you can make up words or phrases if you'd like.

Brainstorm a few options based on the description you came up. Circle the name that fits the best.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### Step 3 - Tell me what is on her t-shirt.

If your consumer wears a t-shirt that announces her perspective about life, what would it say? What is her mantra? What phrase would she wear proudly?

When you've finished with the three steps, re-read it and make tweaks. When someone reads this, they should say, "I totally know who this person is."