

Observational:

Age

Gender

Income

Marital Status

Job

Home's Value

Location

Vernacular

Spending habits - both time and money

Philosophical

Why do they want to improve their home? How have they done so in the past?

Why did they call you?

Why did they decide to sign up with you?

What are the societal/ familial/neighborhood pressures they face in regards to home improvement? What are the emotions associated with this?

What are their basic hopes, desires, and dreams?

For example, if you're a pool builder in Michigan, your ideal customer has space to build a pool, and their home value is \$500,000+. Usually, they are married, and the wife first reaches out to you. After consultation, you hear back from the husband. Most couples have at least two kids and want to keep them entertained while keeping an eye on them in the summer. They want a comparable outdoor space to their neighbors' where they can entertain. They have come across your ad on Facebook several times - even seeing ads over a span of years - but only call when they're ready to get going. They contract with you because of your design-build model. These homeowners have a keen awareness of how home improvement will add to their home's value.