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Low Hanging Fruit Communications



Perfect Supporter Worksheet

Because the most effective form of marketing is a personal invitation, most communication between you and your supporters can be improved by pretending you are addressing a single person. The purpose of this worksheet is to determine who that “one person” is for your organization.

Instructions: Create an image in your mind of your most perfect supporter. Answer the questions below to help bring that image to life. For the purposes of the worksheet, I use female pronouns, but keep in mind your perfect customer may be male. This exercise should take 30-40 minutes. Write down the first thing that comes to mind for each question and feel free to skip questions whose answers are not apparent to you at first. When you finish, come back to the questions you skipped to see if you have answers you didn't have the first time through.

If your organization has multiple audiences (clients and donors for example) complete the worksheet as many times as you need to create a perfect customer for each group.

Is your perfect supporter male or female?

Where is she from? Where does she live now?

How old is she? Does she hang out with people who are older, younger or the same age as she?

Is she straight or gay? Is gender and/or sexual orientation an important part of her identity? How so?

Does she prefer to be called by her full name or a nick-name?

Who did she vote for in the last election? Did she vote at all?

What get's her fired up?

What makes her zone out?

What does she believe in so strongly she is willing to knock on doors to spread the word?

What makes her laugh out loud?

What is her dream job?

How is she paying the bills?

Where does she hang out?

Online:

Offline:

What does she do for fun?

What does she want to do, but has yet to work up the nerve?

When she cleans, what's easy for her to throw away? What does she keep even though she knows she shouldn't?

Does she have a romantic partner? If so, describe their relationship. If not, how does she feel about being single?

Does she have kids? How many? What does she love most about them? What drives her crazy about them?

How does she feel about her parents?

What kind of car (if any) does she drive?

What does she wear:

to work?

to go out?

to the grocery store or gas station?

Describe her favorite pair of shoes

Is there something she wants to wear but doesn't? Why not?

What is her biggest fear. . .the one that wakes her up at 3:00 in the morning?

What does she daydream about having?

What does she have now that she's afraid to lose?

What else do you know about her that I didn't ask?