

DAY 8: Have Imaginary Coffee with Your Ideal Customer

There's one person out there who fits the profile of your target customer. What can you learn from them?

In the appendix of the SIDE HUSTLE book, I included an exercise based off the experience of a friend of mine, John Lee Dumas. Before he started his popular Entrepreneur on Fire podcast, he spent a lot of time thinking about the people he was making it for.

Instead of thinking about a specific demographic, he thought about a single person. He named this person Jimmy, and wrote more than 800 words about Jimmy's life, his work, his struggles, and his aspirations.

Later, as he worked on the show, he thought about Jimmy. To him, Jimmy represented the kind of person he most wanted to serve.

On Side Hustle School, I do something similar. I haven't actually named my ideal listener like John did, but I do think about them a lot.

As you make progress in your side hustle journey and get closer to launch—or even if you've already launched and are just trying to improve—thinking about your ideal customer can help a lot.

Never target everyone! I was at an event recently and someone in the audience said that her target market was “people aged 40-60.” Okay ... all of them?

Someone else at a different event said she was putting together YouTube makeup tutorials for preteen or Gen Z girls. Okay ... that's better, but still, it's pretty broad.

By thinking about that one person, you're also much more likely to think of them in more depth. It's not just about their age, gender, socioeconomic status, etc. It's about their **hopes** and **dreams**!

So on the worksheet, you have two tasks...

Step 1 - Start With One.

Every side hustle has a target customer, a specific type of person that its product or service is designed for. Sometimes these target customers are called “avatars,” but you can also just think of them as *your people*.

- Who is your ideal customer?

Answer: _____

- What does your ideal customer care about?

Answer: _____

- What does your ideal customer want?

Answer: _____

Step 2 - Write a Letter to Your Ideal Customer.

If you have an idea of who your customer is, but are having trouble figuring out their pain points, it may help to have an extended (albeit one-way) conversation with them. One way to do this is to write a letter to your ideal customer and show them you understand their needs. Propose a solution and build a relationship with this imaginary person. *(We'll include an example letter on the member site. You can also see Appendix 3 of the book for even more details.)*

Call to Action: Identify at least 3 specific characteristics or values of your ideal customer.

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