



warp+weft

Reverse Engineering Your Best Customer

Build your Ideal Customer
Profile to drive smarter,
stronger growth.



Defining Your Ideal Customer

Think of a current or past customer who represents the best possible fit for your business. Not just in terms of revenue—but in terms of relationship, ease of working together, outcomes, and overall value.

If you could duplicate one client and build your pipeline around people just like them, *this would be the one.*

This exercise will help you break that individual or organization down into clear, repeatable characteristics—so you can intentionally attract more of the right-fit customers and avoid the wrong ones.

On the next few pages, you'll work through a series of guided questions about the customer you identified as the ideal fit for your business. The goal is to move beyond surface-level traits and uncover the specific characteristics, behaviors, and patterns that made this relationship successful.

As you go, focus on what made this customer different—not just who they are, but how they think, how they make decisions, how they engage, and what made the work both effective and enjoyable.

By the end, you should have a clear, repeatable profile you can use to guide your marketing, sales conversations, and business decisions—so you can intentionally attract more of the right-fit customers and spend less time on the wrong ones.

Be specific. Be honest. The details matter.



Snapshot Overview

Start with the basics. This helps anchor your thinking in a real example.

Client/Customer Name (or Alias): _____

Industry (or Occupation if B2C): _____

Title/Role (or Buyer Type if B2C): _____

Gender (if relevant): _____

Years of Experience (or Age Range if B2C): _____

Education: _____

Company Size (or Household Profile for B2C): _____

Location (or geographic area): _____

Ownership Structure (if applicable): _____

Financial Profile

This section gets at viability. Can they support the kind of work you want to do?

Approximate Annual Budget (relevant to your product/service): _____

Approximate Revenue (or Household Income if B2C): _____

Profitability of the Work/Relationship (estimate): _____

Longevity of the Relationship: _____

Types of Products/Services Purchased: _____

Decision-Making + Buying Behavior

This is where many “good on paper” clients can fall apart or shine.

What problem did you solve for this customer? _____

Who was the primary decision-maker? Did anyone else influence the decision? _____

How would you describe their decision-making process? (fast/slow, top-down, etc.) _____

How were budgets determined? (pre-set, collaborative, flexible, rigid) _____

Level of sophistication in your category (beginner, informed, expert): _____

Did you have access to key decision-makers when needed? _____

How easy was it to move from discussion to action? _____

Working Relationship Dynamics

This is where “fit” really reveals itself.

How would you describe their communication style? _____

How organized and responsive were they? _____

Did they come prepared and engaged, or reactive and scattered? _____

Did they trust your expertise? _____

What made them enjoyable (or not) to work with? _____

Did they energize your team or drain it? _____

Media Consumption Habits

This is where your ideal customer is actually paying attention.

This is where guesswork tends to creep in and where it can do the most damage. Instead of defaulting to what you think your audience does, go get real answers. Talk to your ideal customers. Do market research. Send a survey. Ask how they find information, who they trust, and where they spend their time. The more grounded this is in reality, the more effective your marketing will be.

Where does your ideal customer go to find information? _____

Where do they spend time online professionally or personally? _____

What emails or direct outreach are they likely to engage with? _____

Which social platforms do they engage with the most? _____

What are their media consumption habits? Do they listen to the radio or watch television (local or streaming)? Do they consume news (printed newspaper, online, social)? _____

What local organizations are they involved with? _____

Putting This Into Practice

Step One: Extracting What Matters

Now we're going to turn your insights into an Ideal Customer Profile. To begin, review your responses and answer each of the questions below.

Identify 3-5 demographics or common traits (age, gender, profit margin, industry) you'd like to replicate:

1. _____
2. _____
3. _____
4. _____
5. _____

Identify 3-5 value traits (what they care about, what motivates them) that you'd like to replicate:

1. _____
2. _____
3. _____
4. _____
5. _____

Identify 3-5 behavioral traits (how they buy, decide, communicate) that you'd like to replicate:

1. _____
2. _____
3. _____
4. _____
5. _____

Step Two: Define Your “Fit Criteria”

Not all traits are equal. Some are nice-to-have. Others are make-or-break.

What are your must-haves? These are non-negotiables. If they don't have these traits, they are not a fit.

1. _____
2. _____
3. _____
4. _____
5. _____

What are your red flags or disqualifiers? These are traits that signal a poor-fit client.

1. _____
2. _____
3. _____
4. _____
5. _____

What are your nice-to-haves? These improve the relationship but are not required.

1. _____
2. _____
3. _____
4. _____
5. _____

Step Three: Building the Profile

Synthesize your data and turn it into a clear, usable Ideal Customer Profile.

DEMOGRAPHICS

Industry/Occupation: _____

Revenue/Household Income: _____

Location: _____

Education: _____

Age: _____

PSYCHOGRAPHICS

What they value: _____

What they're trying to achieve: _____

What frustrates them: _____

What success looks like to them: _____

BUYING + WORKING STYLE

Decision-making style: _____

Speed of decision-making: _____

Level of sophistication: _____

Communication preferences: _____

MEDIA CONSUMPTION

List their top 3 marketing channels

1. _____

2. _____

3. _____

WHAT MAKES THEM A GREAT FIT? (Top 3 defining traits)

1. _____

2. _____

3. _____

WHAT DISQUALIFIES THEM? (Top 3 red flags)

1. _____

2. _____

3. _____

Are you attracting your ideal customer or trying to appeal to everyone?

Take our [5-minute Brand Benchmark](#) to see how well your brand is connecting with the people you want to reach.



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Brand with texture.
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