Gilbert Studios

Welcome to the Jungle!

Golden Key #1:

_____ and _____

a.) What are the _____ _____ of the site?

◇ Sales / New Customers?

◇ Provide Value?   ◇ Support?

◇ Customer Service?

◇ Education?   ◇ Entertainment?

◇ Resources?   ◇ Forms?

a.) What are the primary goals of the site?

What would _you_ like to get out of your website?

_____

_____

_____

_____

_____

_____

What would you like _your customer_
to get out of your website?

_____

_____

_____

_____

_____

_____

b.) Who is your _____ _____?

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Don't forget to include:
◇ gender,
◇ age,
◇ education,
◇ finances/income,
◇ homeowner,
◇ geographic area,
◇ married, etc .

Also briefly describe their:
◇ interests,
◇ needs,
◇ wants,
◇ skills,
◇ capabilities,
◇ computer savvy?

Will your site attract different audiences?
◇ Who?
◇ What areas will be of interest to each?

Create (2-3) "Ideal Customer Profiles"

_____

_____

_____

_____

_____

_____

Now, Ask Yourself...

◇ Does anything need to change in your goals?

◇ Does anything need to change in your business?

◇ Did these exercises spark any new ideas to reach a particular niche?

◇ Does this illuminate any areas where you can see something is not working?

See you in the next lesson...

◇ Golden Key #2

◇ The Three Pillars of a Successful Website!