James' Digital Ad Playbook

DAY ONE #TASK 1

Key Points

First of all, I want to welcome you to this Five-Day Challenge.

To Benefit from this challenge, you must remain committed for the Five Days. There is no point in just reading, listening and then doing nothing. You need to implement an action at every stage, do this and you will get results.

Everything you need to know is explained in detail, you do not need any in-depth knowledge of Marketing, Facebook or any other tool.

Follow everything I say EXACTLY to the letter and you will get results, please do not try to overthink this challenge, it is simple, and it works. You can play and tweak the setting when the challenge has ended, for now just follow the system.

Each Morning **At 6AM** the Task for that Day will be posted in the Group; each task is accompanied by an explanatory Video and a PDF Task Sheet.

At 15:00 Each Day I will Post an AMA (ask me anything) post to the Group – You will post your Questions related to that day's tasks ONLY, below this post.

At 19:00 Each Evening, I will be Live in the Group answering your Questions.

Today's Task

#Day1 Task1

Identify Your Ideal Customer

Today You will do some work on Identifying Your Ideal Customer.

Think back over the last 12 to 24 months and list Five customers that you would class as great customers. You know the type that appreciated what you do, paid on time, didn't query your pricing or your methods and provided you with the type of work that you enjoy and or is profitable.

List these people in the grid in your worksheet below (see example). Think back to what you know of these people i.e. what you have personally seen, heard or can reasonably assume. Now write down FIVE things they Like / have an interest in and then FIVE things that they dislike.

If you cannot remember exactly, then for the purpose of this exercise make an educated guess based on what you can remember about their personalities.

Name	Likes & Interests					Dislikes				
	Swimming	Gardening	Motor Sport	Support Arsenal	Classical Music	4x4 Cars	Pop Music	Soap Operas	Day Time TV	Sci-Fi Movies
John Smith										

When you have completed the grid, please answer the following questions:

1. My Ideal Customer Lives in (Town / village / area name)

   _____

2. My Ideal Customer Works as…

   _____ or is retired

3. My Ideal Customer is (Married / Single / Divorced)

   _____

4. My Ideal Customer Reads (enter the name of the newspaper on or offline)

   _____

5. My Ideal Customers Favourite TV Show is…

   _____

6. My Ideal Customers Favourite Radio Station is…

   _____

Once you have answered all the questions above, please create one paragraph that describes your ideal customer and write it in the Block below. (See example)

EXAMPLE:

My ideal customer is John, a 54-year-old retiree. John lives in Rochester Kent, and is married to Dora. Both John and Dora enjoy listening to Classic FM during most days. They get their daily news from the Times Online and in the evenings, they like to watch natural history type programs on the TV.

Your Ideal Customer Description

What you need to post in the comments in today's Task post...

Use **#TASK1**

Then post a copy of your Ideal Customer Description

NOTE:

Watch out for today's **"Ask Me Anything" Post (AMA) at 3PM**, where you can ask any questions about today's Task. Post questions only in that thread.

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