

# PERFECT CUSTOMER WORKSHEET

*(Copy this sheet for each of your 4-8 primary markets)*

Primary Customer # \_\_\_\_\_

Target Group Name: \_\_\_\_\_

Male/Female: \_\_\_\_\_

Drives # miles: \_\_\_\_\_

Age Range: \_\_\_\_\_

Also plays at:

1 \_\_\_\_\_

Occupations:

2 \_\_\_\_\_

1 \_\_\_\_\_

3 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Rounds played a month: \_\_\_\_\_

4 \_\_\_\_\_

Responds best to which media:

5 \_\_\_\_\_

1 \_\_\_\_\_

Income range: \_\_\_\_\_

2 \_\_\_\_\_

Lives in zip:

Responds best to which offers:

1 \_\_\_\_\_

1 \_\_\_\_\_

2 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

Target for: \_\_\_\_\_

5 \_\_\_\_\_