

# BOOST YOUR BUSINESS

with [thebestofeastbourne](#)



building your Dreamlist

# What exactly is a Dreamlist?

So before we get into the nitty gritty, it's important to understand what a dream list actually is...

A Dream List is a marketing strategy that can be used by businesses that only need a set of high value clients to be successful. If you can identify the ideal customer for your business, one that hasn't caused you any problems, is ideal to work with and pays you regularly, then you will want to search for others like them. That's where the Dream List comes in. If you can create a list of like minded potential customers, then you can target those customers, build a relationship with them and turn them into the ideal customer.

## How do you work out who's on your Dreamlist?

We know that your business would be massively helped by getting 20 new customers, but how do we make sure they're the right customers?

When it comes to deciding which customers you want on your Dream List, it's a good idea to think about your existing ones. Think about who you really like working with - they'll probably be the customers that are loyal and you genuinely enjoy speaking to, because they're interested in what you do for them and more importantly they engage with the proposition; they're exactly the kind of customer you want to find. Then fill your Dream List with potential customers like that. For every business, the Dream List strategy will work in a slightly different way. An accountant for example, will have quite specific requirements for their Dream List: in the right location, the right sort of size and turning over the right sort of figure. For a graphic designer, location is going to be less of an issue, but they'd still want to be working with companies that will pay them the right fee for their work. Your dream list needs to be right for you and needs to build the kind of business you want.

# Firstly, you have to look at your own business:

- Are you predominantly B2C or B2B?
- Is that the type of customer you want more of or do you want more of a mix?
- Are there particular businesses that will help your other customers?
- Are there current customers you'd like to replace?
- Do you have a specialism you want to make more of?
- Are there areas of the proposition you'd like to make more of?
- Do you want to have more higher packages or would you prefer more standard customers?
- Do you want to be more hyper local?
- Do you want customers that provide loads of fresh content?
- Are you missing customers in categories that help you run your business i.e. Printers or Sign Makers?

Answering questions like these help to form a picture of what you want your business to look like. For instance, lifestyle businesses can see big benefits from higher social media packages, but if you would rather focus your efforts on face to face connections, then targeting more traditional Business to Business sectors would be the way to go.

Working out the types of customers you want on your Dream List is the crucial first step and it's really important that you get it right. In the next section, we're going to give you a bit more of a helping hand to help you to work out who you want to work with.

# Your Customer Avatar

If you're thinking, "what on earth is an avatar?" then don't panic, it really is very simple: your customer avatar represents your ideal customer - the kind of individual or business that you really want to work with. Think back to those ideal customers that you're already working with, that you like working with and that you want to continue working with. Now ask yourself some questions about them:

- Where are they based?
- What sort of job do they have?
- What interests do they have that are similar to your product or service?

## **If B2B...**

- How many employees do they have?
- What's their annual turnover?
- Are they a B2B or B2C business?
- How much do they spend on your marketing?
- How long have they been in business?
- Are they forward thinking or more traditional?
- Is there someone in the business responsible for marketing?
- What problems do you solve for them?

Once you've got the answers to these questions, you've got your customer avatar. You can then start to make a list of potential members who have those characteristics and that you'd like to work with. That's your Dream List.

*PS. We now have a Customer Avatar guide that will help you get inside the head of your perfect customer - just ask us for one and we'll send you one right away.*

# What's the Next Step?

Now that you understand how a Dream List works, it's time to put it into action...

1. Look at the list of customers or businesses that you currently work with. Write down a list of the ones you like working with. Make a list of the characteristics of those businesses/customers.
  2. The next step is for you to find people as similar to the ones that you're already working with. Once you've done that you'll have your Dream List.
- Where are your great customers located? If it's in a pretty swish part of town, then it's probably a good indication that you'll find the kind of prospects you want on your Dream List in similar types of areas. Similarly, if all your best customers are based in lower cost areas, then maybe that's an area you should be looking to work in more.
  - Where do they spend their time? Think in terms of both online and in person. Are they in certain Facebook groups or go to similar social events or places of interest? Then you should be there too.

Once you've worked all this out then start to build your Dream List. You can then look at ways to get their attention and if you want some ideas about the best ways to do this then we can help.



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