

Your Ideal Client

Let's take a snapshot of your ideal client for you and your business.

Who do you want to work with?

Male/Female/NA _____ Age Group Range : _____

Geographical: _____ Job/Work : _____

Business Owner Type (ST, CP, B&M: _____

Marital Status: _____ Children: _____

Health Range: Poor/Medium/Good/Excellent: _____

What are they looking for?

Your ideal client, what do they want to be/do/have? What is their ultimate desire to achieve working with you and your business/product or service?

What are their Top 3 BIGGEST challenges?

1. _____
2. _____
3. _____

What are their 3 BIGGEST fears?

1. _____
2. _____
3. _____

What stops them from getting help for these challenges?

What shows up in their daily life to identify these challenges?

Is there any commonalities between your clients?

Where do they hang out?

Depending on your business hanging out could be in the “real world” on the Socials or a combination. List below and then pick the tops 3 *

Physical/Real life:

Socials:

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Based on your assessment write a one line summary of your Ideal Client:

My ideal client is: _____

Who: _____

And: _____
