



Defining the ideal client

Know your customer better than you do yourself. Who is your ideal client?

Ideal Client Name: _____

Age: _____

Sex: _____

Job: _____

Career aspirations: _____

How does he/she dress: _____

Family: _____

Ethnic Background: _____

Where does he/she lives? _____

Secret dreams: _____

Secret wants: _____

Admitted wants: _____

Fears: _____

Frustrations? _____

What keeps them awake at night: _____

What do they want more than anything? _____

Who do they love to be with? _____

What's wrong with their world? _____

What does he/she like?

What are his/her hobbies?

What does he/she read?

Where does he/she read? _____

Any Social Media? _____

Which social media?

"Your ideal thinking creates possibilities & opportunities."

