

Worksheet

YOUR IDEAL CLIENT

In order to figure out who our ideal client is, we need to look at both the demographics and psychographics. Meaning, we need to look at the cold hard facts like income, location, occupation along with the attitudes and beliefs our clients hold. This worksheet will help you start to uncover these characteristics so you can define who that client is for you. Once we know these things about the ideal person we want to target, we will be able to put our message out there in a much more efficient/effective way that will focus on targeting our ideal customers.

Demographics: these are the cold, hard facts

Where do they live?

Male or Female?

Do they work outside the home?

Income Level:

Occupation:

Marital Status:

Kids/Pets?

Psychographics: your client's attitudes, beliefs, values & aspirations. Here we want to get as in depth and specific as we can. This is where we find the common ground to connect with our clients.

Favorite activities?

Where do they shop?

What does their partner do for a living?

How would you describe their personal style?

What do they value?

What do they do for fun?

Do they have any causes they support?

