

IDENTIFY YOUR IDEAL CLIENT

Defining who you are speaking to will help you grow your business by offering the right products and services to the people who want to buy them. Knowing your client like your best friend and imagining you are posting/developing/marketing just for and to them will attract more ideal clients and build trust with you, and, therefore your brand, product or service.

Male Female Any Families Singles Any
Age 20-30 Age 30-40 50+ Any Urban Suburbs Any
What is their income range? \$40K and under \$50k - \$70k \$70 and up

Where do they shop?

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What would they do on the weekend?

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Where do they go on vacation?

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How would you describe their lifestyle in 5 words?

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What things are important to them?

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