

5-Day Branding Boot Camp
Presented by The Attraction Marketing Project

YOUR IDEAL CLIENT

Instructions: Use this worksheet to clarify that client who understands your value, is happy to pay your worth and is excited to work with you. The more detailed answers you give, the better you'll be able to market and attract this customer to your business.

Give your ideal client a name: _____

Male or Female?	_____	How old are kids?	_____
How old?	_____	Education level?	_____
Ethnicity?	_____	Occupation (job)?	_____
Marital status?	_____	Income?	_____
How many kids?	_____	Own Home/ Rent?	_____

What is your ideal client's belief system (or core values)?

What are their interests? (I.e., travel, wine, parenting, fitness, pets, DIY decor, etc.)

What are your client's favorite stores, brands?

What are their favorite websites to visit, blogs to read, celebrities to follow, etc.?

Where do they spend most of their time on social media? (Facebook, Instagram, Twitter, etc.)

How often do they check their social media accounts?

What are their favorite TV shows, movies and books?

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What does a typical day look like for your ideal client?

What would their "perfect day" look like?

What does a typical weekend look like for your ideal client?

What would their "perfect weekend" look like?

What are their hobbies or favorite things to do?

What 3 to 5 words would you use to describe him/ her?

What are the top 3 priorities in your ideal client's life right now? (Family, love, acquiring wealth, health, etc.)

What is your ideal client's biggest dream? (The big, scary dream, not the simple solution to their problem.)

What is preventing him or her from achieving that dream?

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How has not yet achieving this dream impacted his or her life?

Top 3 stressors in your ideal client's life right now?

What does he or she secretly fear may be true about their current situation? (This is their “before state”)

What keeps your client up at night worrying the most?

What stories does your client tell him or herself on repeat that is holding them back?

What does he or she wish was different about their current situation? (Their desired “after state”)

What would their “perfect solution” look like in order to bring that wish true?

How would your ideal client feel about themselves if that wish came true?

What would they be willing to pay almost anything for?

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What is the worst thing that could possibly happen to your ideal client if their situation doesn't change?

What would be the impact in their life?

How would this make them feel? | What would other people think? (I.e., boss, friends, family, co-workers, etc.)

What could happen to their lifestyle? | What could be the financial consequences? | Professional consequences? | Personal consequences?

What is the best thing that could possibly happen to your ideal client if their situation did change?

What would be the impact in their life?

How would this make them feel? | What would other people think? (I.e., boss, friends, family, co-workers, etc.)

What could happen to their lifestyle? | What could be the financial advantages? | Professional advantages? | Personal advantages?

How do your products or services solve your ideal client's biggest problem or circumstance?

What are 2 to 3 ways you can serve your ideal client in solving their biggest problem(s)?

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What tangible/quantifiable results can you provide if your client commits to the solution you have to offer?

What separates your business, products, and services from others who are offering similar solutions to your client's problems? (Think about your specific unique experiences, style or story.)

What are the behaviors, characteristics, and attitudes of the clients you DO want to work with?

What are the behaviors, characteristics, and attitudes of the clients you DO NOT want to work with?

Other notes about your ideal client: