

Who is your ideal client?

Is this person a man or a woman?

Young or old? Give an exact age!

What is their current level of education? To what level? What did he/she study?

Are they divorced, single, married or ...?

Does he/she have a pet? Dog, cat, what type of pet? Give it a name!

Where do they stay? In your area, your town, in South Africa, or in another

Where are you most likely to find him/her hanging out? Online (what social networks) or offline (what places would they frequent)?

What words does he/she use to describe him/herself?

Working? Stay at Home Parent? Own business?

Doing what? Is it a job or a career? Does he/she like it

What is his/her immediate goal? Their 3 year goal? Their 5 year goal?

What does he/she worry about? What keeps them up at night?

What are his/her dreams and aspirations for his/her business and family?

What challenges stand in the way of these dreams and aspirations?

Where are you most likely to find him/her hanging out? Online (what social networks) or offline (what places would they frequent)?

What ultimate outcome does he/she want from your product or service, if he/she

What would he/she value the most working with you?

What does he/she value most (e.g. family, their business) and why?

What ultimate outcome does he/she want from your product or service, if he/she were to buy it?

What would your client be earning? And how much money does he/she have

Give your ideal client a name

SUMMARY OF MY IDEAL CLIENT IS:

NAME:	
AGE:	
LOCATION:	
COMPANY:	
BUSINESS NICHE:	
ANNUAL EARNINGS:	

Add a photograph