

Identifying Your Ideal Client

An Ideal Client is someone who finds the perfect solution to their problems or needs in the services or products that your company provides. The Ideal Client will be loyal to your company, frequently uses or buys your products or services, and is likely to recommend you to their friends and colleagues.

Step 1 | Identify the demographics of your Ideal Client

Age Range _____ Gender _____

Where do they shop? _____

What are their hobbies? _____

Do they have kids? Grandkids? _____

Describe their personality: _____

Where do they get their news? _____

Step 2 | Brainstorm who would most benefit from your products/services

What types of individuals, businesses, and organizations would most benefit from your products and services? Be as specific as possible.

Step 3 | List people and businesses you've worked with successfully

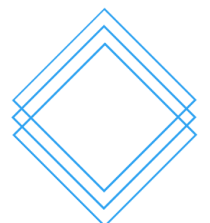
Who have you worked with in the past that you have a good relationship with?

Step 4 | List people and businesses you'd love to work with

What types of individuals, businesses, and organizations would you love to work with?
Dream big and be very specific!

Step 5 | Find commonalities

What do those who would most benefit from your products/services, your past clients, and your dream clients have in common? What characteristics do they share?



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