

Who is Your Ideal Client?

Take some time to answer these questions to determine your ideal client. Get clear on who they are, what their pain points are, and how YOU can help!

1. Why did your client start looking for your help? What were they looking for?
2. What problems do they have?
3. What other problems do they need to solve?
4. What do they think will solve their problem?
5. Where do they spend most of their time?
6. Where do they look for information?
7. What are their challenges and frustrations?
8. What are their goals and priorities for their business?
9. What brands do they like?
10. What is their preferred form of communication?
11. What phrases and language do they use?
12. What is their budget?
13. What does a day in their life look like?
14. What makes them happy?
15. What is holding them back from their dream?
16. Is your client in a specific age range?
17. Female or male?
18. Married, in a relationship, or single?
19. Do they have kids?
20. What's at stake for them if they don't buy your product or use your service?
21. What problem do you solve?
22. Who do you love working with?

23. Which media platform do you find them on?