

Ideal Client Worksheet

#1 thing businesses must do to succeed in a recession is ***RESEARCH YOUR CUSTOMER.***

- 2008 Harvard Business Review



What is the difference between audience and ideal client?

Audience:

People who follow you, engage in your content, love you, but don't spend \$\$ with you.

Ideal Client:

Hires you!

YOUR MESSAGE NEEDS TO SPEAK TO THE PERSON WHO
WILL SHOW YOU THE MONEY!

Fears & Frustrations

What keeps her up at night?
Remember that people will do more to avoid pain than they will to gain pleasure.

Wants & Desires

What are her deepest desires?
What is her vision of her life in 5 years? 10? This helps you to show the result of working with you.



What words and phrases does she use?

Where does or would she hang out?

What brands does she love and follow?

Where does she work?

What's her income level?

What's her education level?

Does she have children?

How old are they?

What is the main problem she wants solved?

What has she tried to solve this problem?

What would she never try?

What's standing in the way of her solving it?



*What are 5 words you would
use to describe her?*

- 1.
- 2.
- 3.
- 4.
- 5.

*What are 5 core values
she holds?*

- 1.
- 2.
- 3.
- 4.
- 5.

Fears

Frustrations

Wants

Desires