

# Ideal Client Worksheet

Do YOU *really* know  
WHO YOUR IDEAL  
CLIENT IS?

USE THIS WORKSHEET  
TO HELP YOU FIND  
OUT



# IDEAL CLIENT WORKSHEET

By answering the questions below, you will get a clear picture of who exactly it is that will benefit the most from your awesome product or service. Let's get *really specific!*

When you answer the questions below, think really deeply about your "Dream Client" - someone you've worked with in the past perhaps, where everything between you and them just clicked.

You worked great together, they valued you, they were willing to pay for your expertise, the relationship was all smooth sailing. Visualise that client when you answer these questions.

|                                    |  |
|------------------------------------|--|
| Age bracket:                       |  |
| Gender:                            |  |
| Relationship status:               |  |
| Job or business:                   |  |
| Income:                            |  |
| Location:                          |  |
| Favourite blogs:                   |  |
| Favourite books:                   |  |
| What values are important to them: |  |
| What are their goals:              |  |
| What are their biggest fears:      |  |
| What are their pain points:        |  |

## IDEAL CLIENT WORKSHEET cont.

|                                    |  |
|------------------------------------|--|
| What stores do they shop at:       |  |
| What do they do for fun:           |  |
| What are their hobbies:            |  |
| How could your business help them: |  |

Now you've completed the worksheet, give your ideal client a name, print out a profile and stick it to your wall.

Once you start to think of your ideal client as a real person you can start to think about their journey in realising they need your services and how they will go about finding you, building a relationship with you and ultimately choosing you as a provider.

*Your vibe attracts  
your tribe!*

