



IDEAL CLIENT WORKSHEET

CLARIFY THE
CLIENTS YOU WANT
FOR YOUR
PRACTICE

heartcenteredwebdesign.com

Ideal Client Worksheet

Age, Gender, Sexual Orientation, Faith

This can help with where you market (facebook, snapchat, churches, gyms?) and also writing tone.

Life Stage & Living Situation

This can help with what you talk about. Do you reference spouses, college, parents in your writing?

Employment Status

This can help with the times you communicate, and writing topics (parenting, work stress?)

Personality (Warm, Friendly, Blunt, Lively, etc)

This can help with discerning personality in your first meeting, and your style of writing.

Can you give your ideal client a name?

It's good to have a specific person in mind as you're marketing. Speak and write as if to one person.

What does their daily schedule look like?

Where can you fit in their schedule, and where you can help make adjustments if needed?

What do they value? What is most important to them in life?

Do you value those things, too? How do their values impact how they find you?

When are they most in their element, doing what they enjoy?

Can you add to that joy?

What are their biggest Frustrations?

Whatever you write here should be verbatim on your website.

What are their goals in life (one year goals, five year goals)?

Can you help with this? This can help you define your services and program benefits.

Where do they go (specifically) to get help (which websites, books, people, businesses)?

Can your business show up in these places? Can you network with these professionals?

Why are they the right fit for your business?

To help your intake process, and your about page.

Ideal Client Next Steps

From what you've learned in this worksheet, think through the following next steps:

What time of day are my ideal clients most likely to tune into me?

Where should I market my business (What locations, books, blogs, etc)?

What should my style of writing be?

What topics should I include and NOT include?

What personality and values of clients are the best fit for my work?

What services best match my client's needs?

How will my services benefit them?

What questions in my intake process can help me screen in the best-fit clients?

WANT A GREAT
WEBSITE FOR YOUR PRACTICE?

I'D LOVE TO DESIGN ONE FOR YOU.



CUSTOM WEB DESIGN