

TARGET CLIENT WORKSHEET

DESCRIBE YOUR IDEAL CLIENT

Who will be buying your service? (Think location, age, income level, education, marital status, career type and why will they buy?)

What places *online* does your ideal client go? (Think Facebook groups, forums, Instagram, Pinterest, etc.) Be specific.

What places *offline* does your ideal client go? (Think yoga classes, gym, local tech hubs, clothing stores, shopping malls, business centers, etc)

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CONTINUED...

Where does your target client go for education?

What types of websites, newspapers, magazines, newsletters, blogs does your ideal client read?

What TV, radio shows, podcasts do your ideal clients watch and/or listen to?

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CONTINUED...

What price can your ideal target clients afford? What value do they expect for that price?

You have just created your ideal client profile!

Be sure to update this worksheet as you learn new things you want to implement in your business.