

IDEAL CLIENT

This is a sample and needs to be updated based on your own business

Give them a Name ????

Vital statistics

Age: 25 - 45

Relationship status: xxxxxxxxxxxxxxxxxxxxxxxx

Career: xxxxxxxxxxxxxxxxxxxxxxxx

Religious/Spiritual: xxxxxxxxxxxxxxxxxxxxxxxx

Where does she/he/they/he/they live?: xxxxxxxxxxxxxxxxxxxxxxxx

Does she/he/they travel? If so, where to? For business or pleasure?: xxxxxxxxxxxxxxxxxxxxxxxx

What does she/he/they feel insecure about in her life right now?: xxxxxxxxxxxxxxxxxxxxxxxx

What does she/he/they feel confident about in her life right now?: xxxxxxxxxxxxxxxxxxxxxxxx

What keeps your client up at night?: xxxxxxxxxxxxxxxxxxxxxxxx

What are my client's three biggest money stresses?: xxxxxxxxxxxxxxxxxxxxxxxx

Where does she/he/they desire to be one year from now?: xxxxxxxxxxxxxxxxxxxxxxxx

In what areas is she/he/they really skilled?: xxxxxxxxxxxxxxxxxxxxxxxx

How does she/he/they make her buying decisions?: xxxxxxxxxxxxxxxxxxxxxxxx

How educated is she/he/they?: xxxxxxxxxxxxxxxxxxxxxxxx

Is she/he/they extrovert or introvert?: xxxxxxxxxxxxxxxxxxxxxxxx

Does she/he/they value personal development?: xxxxxxxxxxxxxxxxxxxxxxxx

What is her disposable income?: xxxxxxxxxxxxxxxxxxxxxxxx

Are there any interests or hobbies that would connect me with my client?:

xxxxxxxxxxxxxxxxxxxxxxxxxxxxx

What does my ideal client look like after working with me?: xxxxxxxxxxxxxxxxxxxxxxxx