

My Ideal Client

A PICTURE OF A CLIENT THAT LOVES WHAT I DO

DEMOGRAPHICS

NAME

GENDER

AGE

OCCUPATION

LIVES IN

DESCRIBE THEIR FAMILY

LIFESTYLE

WHERE DO THEY SHOP

WHAT'S IMPORTANT TO THEM IN LIFE?

WHERE TO THEY SPEND THEIR FREE TIME?

DO THEY HAVE ORGANISATIONS THEY SUPPORT?

DESCRIBES THEMSELVES AS

SOCIAL MEDIA AND ONLINE ACTIVITY

WHAT SOCIAL MEDIA PLATFORMS DO THEY USE?

WHAT SOCIAL MEDIA PLATFORMS ARE THEY NOT ON?

WHERE DO THEY SPEND THEIR TIME ONLINE?

PAIN POINTS

WORRIED ABOUT

DREAMS OF

MAIN STRUGGLES

HOW DO YOU THINK THEY FEEL RIGHT NOW?

PASSIONATE ABOUT / CAN'T LIVE WITHOUT

RESOLUTIONS

HOW YOUR SERVICES SOLVE THEIR PROBLEMS

HOW WOULD THEY SAY YOU HELPED THEM?

WHERE ARE THEY LOOKING FOR SERVICES LIKE YOURS?

WHAT ELSE DO WE KNOW ABOUT THEM?