



Ideal Customer Worksheet

My ideal client's name is _____

They are _____ years old.

If they could vacation anywhere, it would be _____

They can't live without _____ & _____

They would describe themselves as _____

Their friends come to them when they need _____

They are worried about _____

They value _____ above all else.

They absolutely loathes _____ & _____

They drive a _____

To relax they _____

Their favorite book is _____

Everyday they read _____

They appreciate _____ & _____

They are single / married.

They live _____ with their _____

They went to school _____

They make a living by _____ and loves/loathes it.

When they were young they wanted to _____