

UNDERSTANDING YOUR  
IDEAL CLIENT

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THE POWER OF BRAND YOU

DELVE DEEPER IN TO YOUR IDEAL CLIENTS INTERESTS. HOW DO WE GET TO TRULY UNDERSTAND THEM. GIVE THEM A NAME IF IT HELPS! THIS IS THE PERSON YOU ARE TARGETING ALL THE TIME! I'VE PUT SOME EXAMPLES OVER THE NEXT COUPLE OF PAGES FOR QUESTIONS YOU SHOULD BE ABLE TO ANSWER.

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What is their name?

What age are they?

What gender?

What is their family situation like? Married? Children? Do the children still live at home?

What is this persons level of education?

What does their house look like? Does this person live in an urban, suburban, or rural community?

What do they do for a living? Is this person self-employed or does he/she work for a company?

What is their annual income?

What are his/her passions and hobbies?

Where or what was the last vacation and why did this person love it so much?

What type of neighborhood does this person live in?

Where does this person buy groceries, and why?

Where does this person buy clothing/shoes and why?

What are their favourite colours? What colours do they hate?

Is there anything that completely turns them off?

What are some of her/his favorite clothing brands?

What style of clothing do they wear? What is their fashion sense?

What are their favourite beauty brands?

What are their favourite brands in general?

What kind of car does this person drive - and why?

What brand or product has so changed this person's life that he/she now could not live without it, and why?

What do they read? Where do they get information? (magazines, books, blogs, websites)

Where do they find inspiration?

Who inspires them? A Celebrity? A business owner? Someone they know?

Do they paint their nails?

Do they care about their looks? If so what part?

Who are their fave celebs?

What do they do in their spare time?

What music do they like?

What films do they like?

Does this person watch television? What are his/her favorite shows?

Do they love animals?

What means the most to them in the entire world?

What is most important to them for them in what you do?

What makes this person stay up at night worrying?

What makes this person stay up at night worrying about that directly relates to what you have to offer?

What recently happened that made this person search for information as it relates directly to what you offer?

Who does this person admire the most?

What is most important to them in life?

What did this person already try that didn't work and is the reason he or she is coming to you; or are you introducing something never tried before?

What are their non-negotiable values?

What are their passions? Is there something that gets them on their soapbox?

What brings them joy?

What experience thrills them? It could be big or small

Who do they trust the most?

Are there any brands they hugely trust?

What really puts them off?

WHAT ARE YOUR CLIENTS KEY PAIN POINTS? REMEMBER WE HAVE TO KNOW WHAT THEY ARE STRUGGLING WITH TO KNOW HOW TO ANSWER IT. I WANT YOU TO SPEND SOME TIME JOURNALLING AROUND THIS. IT'S NOT ALWAYS OBVIOUS. BECAUSE KNOWING THESE HELPS WITH THE LANGUAGE YOU USE & ALSO POSITIONING YOUR SERVICES.

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WHAT ARE YOUR IDEAL CLIENTS GOALS? PERSONAL OR BUSINESS

(WHATEVER IS RELEVANT) WHERE DO THEY REALLY WANNA' BE?

WHAT'S THE DREAM? WHY START THIS JOURNEY WITH YOU?

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WHAT TRANSFORMATION DO THEY WANT TO SEE OR EXPERIENCE?

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