



Identify Your Ideal Client in 9 Questions

When you understand who you're speaking to, where they spend time, and what matters most to them, you can tailor your message to attract the right kind of customers those who value what you do, are easy to work with, and help your business grow.

This quick worksheet will help you identify your ideal client in just nine questions. Take five minutes to jot down your answers, you'll come away with a clear picture of who you should be marketing to and, just as importantly, who to avoid.

1. Who gets the most value from what you do?

2. What problem are they trying to solve?

3. What goals or outcomes matter most to them?

4. What's their budget — and what do they value most?

5. Where do they spend time online — and who do they follow?



6. What objections might they have?

7. Who influences their buying decisions?

8. What do your best existing clients have in common?

9. Who do you not want as a customer?
