

# YOUR IDEAL CLIENT PROFILE

If you could clone your ideal client ('A' Client) who would that be? Characteristics (demographics), values, and what makes your perfect client tick (psychographics)?

Please take some quiet time to think about and describe your ideal client by answering the following questions:

DEMOGRAPHICS...	DESIRED CHARACTERISTICS...
Life Stage/Age?	
Gender focus?	
Religious preferences?	
Geography where they live or work?	
With or without children?	
Profession or industry in which they work?	
Role or title?	
Net Worth/Investable Assets?	
Other	

YOUR IDEAL CLIENT  
**PROFILE** CONT'D...



PSYCHOGRAPHICS...	DESIRED CHARACTERISTICS...
What attributes do they possess? (Passion, consistency, committed)	
What are they passionate about?	
What types of people do they spend time with?	
What do they value most?	
Where do they spend most of their time?	
What do they do in their spare time?	
How do they learn and where do they like to go to learn?	
What do they read? When do they read it? Where do they read?	
What shops, Web sites, etc. do they purchase products from or visit most?	
What organizations, meetings, groups, and classes do they attend?	
What type of people are you attracting to your business?	
What types of people do they spend time with?	
What needs do these 'ideal clients' need to satisfy (personally, professionally, financially, emotionally, spiritually, etc.)?	
What's their relationship with money? Are they 'savers' or 'spendthrift'?	

## Connecting Your Message To Your Ideal Audience

What's your key message or value positioning that will best attract this ideal client? Please take some time to consider your strengths and how much you feel they resonate with your ideal client audience.

PSYCHOGRAPHICS...	DESIRED CHARACTERISTICS...
How are you uniquely gifted, passionate and/or resourced to satisfy their needs better than most?	
What experience do you have that would help you satisfy their needs better than most?	
How do you want to be seen by these clients...what do you want them to say about you?	
How are you uniquely positioned to find and connect with your ideal clients?	

**Create one paragraph that positions you as unique and valuable to your ideal clients.**