



IDEAL CLIENT PROFILE

Please complete this form to the best of your ability. Your ideal client is someone who will find the perfect solution to their problems or needs in the services or products that your company provides. Often our ideal client is or has been a client. If this applies to you, keep this client in mind as you complete this form.

Primary Customer:

Client Name and/or Title: Name and or title of the person you want to work with.

Client Demographics: Describe who they are. Gender, age, married/kids, education, etc.

Their Goals: Describe what they want to achieve by working with you.

- Goal 1:
- Goal 2:
- Goal 3:



Their Situation: Write what problems, wants, needs or desires are that your business can help them solve. A great way to answer this is to think about what keeps them up at night.

- Problem statement
- Problem statement
- Problem statement

Their Feelings: Describe the negative feelings your clients are having as it relates to your services/products.

- Feeling statements
- Feeling statements
- Feeling statements

Connection Opportunities: Write down a list of places you want to reach them. Try to be as specific as possible. For example, if they are on social media, which platform would you find them? Ask yourself, where are they hanging out?

- Social Media
- Website
- Print materials (business cards, brochures, etc.)
- Email marketing
- Speaker/Presentations
- Other

NOTES: