



## Who Is Your Ideal Client?

This worksheet is designed to help you identify your ideal client. All of your actions on LinkedIn will be formulated with your “ideal client” in mind. This starts with your Profile on LinkedIn.

***Before completing the traditional demographics below, I want you to focus on YOUR ideal client. What is it about this person (real or imagined) that makes you smile when you see them on the calendar? If your ideal client doesn't bring you JOY, they probably aren't your ideal client. Identify those characteristics about working with them that lights you up!***

***List YOUR “joy” factors here:***

Who is YOUR ideal client? Use this form to help you identify with specificity your ideal client, that one person who you wish you could replicate a thousand times over! The more detailed you can be, the better it will serve you in getting great clients. (Hint: You might have more than one type of ideal client, especially if you offer more than one service/product)

Name:

Title/role:

Company:

Service/Product of Yours that they need

### **Professional Information:**

What does this person do for a living?

Do they work a 9-5 job? \_\_\_\_\_

Own their own business? \_\_\_\_\_

Have Employees? \_\_\_\_\_

Other things you know about their professional life:



**Personal Demographics:**

Gender?

Married/Divorced/Remarried/Single?

Children? How many and how old?

Pets? How many and what kind?

Where do they live? (neighborhood, city, state, country)

**Interests:**

What are their hobbies? Are they active or just like it in theory?

Do they take vacations? To where? How often?

What was the last book they read (if they read books)?

What magazines grab their attention even if they don't actually subscribe?



**Personality**

How would you describe their personality? Detail oriented? Big picture/dreamer? Short-tempered? Contemplative? Thoughtful?

Secret goals? Dreams?

What challenges are holding them back? Money? Time? Fear?

**Answer these questions in relation to the services/products you offer:**

What keeps them up at night ?

What gives them a headache during the day?

**Imagine that this client NEEDS all of the services/products you offer. What does their life look like?**