



Ideal Client Worksheet

Section 1 - Business Information

1. What is your business?

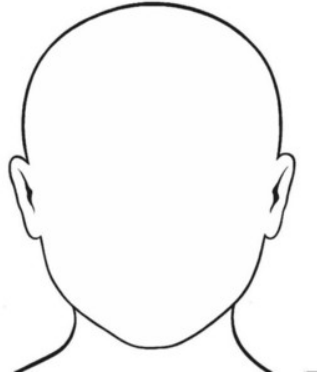
(Briefly describe what business you are in. Be as concise as possible)

2. What problem does it solve?

(What problem or need does your product or service help potential customers or clients with?)

Section 2 - Demographics

(You can actually give your ideal customer a name and fill out all this data for them)



3. Name: _____

4. Age: _____

5. Sex: _____

6. Location: _____

7. Married/Single: _____

8. Kids: _____

9. Occupation: _____

10. Income Level: _____

Section 3 - Digging Deeper

(This will help understand what your potential customer thinks, feels, says and does)

11. Goals

(What does he or she want to achieve in relation to the area your product or service serves?)

12. Challenges

(What possible challenges might he/she face in achieving this goal?)

13. Pain Points

(What are his/her pain points? Where does it hurt in relation to this goal?)

14. What have they tried? What Worked? What didn't work?

15. Possible Objections

(What objections might he/she have that might stop her from purchasing what you have to offer?)
