

Your Ideal Client



Who is your ideal client? Where does he/she work, play, eat? What music does he/she enjoy? Where will you find these people? List out the following:

Gender _____ Age Group _____

Education _____ Location _____

Likes _____

Dislikes _____

What is your ideal client looking for (your service)? _____

What problem can you solve for him/her? _____

What is your ideal client wanting you to do for him/her? _____

What opportunities do you have with this client? _____
