

Ideal Client / Customer

My Ideal Client's Dreams...

Who is She/he?

My Client is... (demographic data: age, sex, household income, family size, number of credit cards, etc.) number of employees, size of business, industry

Dreams?

My Customer

Her Characteristics?

My Client's Pain and Problems...

Her Pain and Problems?

My Ideal Client's Characteristics...

(Psychographic data: value system, primary hot button, behavioral style, response mechanisms, fears, passions, etc.)

Expert Marketing
COACH
UNVEIL YOUR POWER.
ACHIEVE SUCCESS!