

# Ideal Client Characteristics Worksheet

My Ideal Client would have these characteristics:

<b>Industry</b>	
<b>Age</b>	
<b>Gender</b>	
<b>Personal Goals</b>	
<b>Business Goals</b>	
<b>Qualities</b>	
<b>Dreams</b>	

<b>Problems</b>	
<b>Stresses</b>	
<b>Work Style</b>	
<b>Size of Business</b>	
<b>Technology Expertise</b>	
<b>Personality</b>	

<b>Salary</b>	
<b>Education</b>	
<b>Married/Single</b>	
<b>Children</b>	
<b>Reading</b>	
<b>TV Shows</b>	
<b>Movies</b>	
<b>Travel</b>	
<b>Magazines</b>	

<b>Cars</b>	
<b>Homes</b>	
<b>Social media locations</b>	
<b>Titles</b>	
<b>Purpose/Meaning</b>	
<b>Music</b>	
<b>Other:</b>	



# Ideal Client Avatar

Fill out as a summary & print for an easy reference sheet.



NAME

GENDER/AGE

JOB

MARITAL STATUS

KIDS

LOCATION

OTHER

*Income, level of education*

## CHARACTER

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TRAITS:

VALUES:

PASSIONS:

## LIFESTYLE

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HOBBIES:

INTERESTS:

ENTERTAINMENT:

SPENDING HABITS:

ADMIRE:

BRAND ASSOCIATION:

## ISSUES/PROBLEMS

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AT HOME:

AT WORK:

CHALLENGES:

PAIN POINTS:

OTHER

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