



IDEAL CLIENT PROFILE

1) Describe the type of client you would prefer to work with (personality). _____

2) What is the age range of potential clients? _____

3) Are preferred potential clients male or female, or does gender not matter? _____

4) What is the geographical location of potential clients? Where are they likely to live? _____

5) What are the most likely occupations of your potential clients?

6) What does a typical client want from the services you are providing? _____

7) What make your services stand out from local competition? (Also known as USP.) _____

8) What factors or emotional changes likely have to occur before clients will engage in your services? _____

9) What do your ideal clients "need most" right now?

10) Does your ideal client have the financial stability to engage in your services? _____
