

Defining Your Ideal Client

In order to build your business, you must determine what your ideal prospect looks like and then go hunt for him or her. Your goal is to duplicate your ideal A+ client. But the question is, who exactly are they and who do you want to work with?

Answer these 15 questions to better define your desired demographics and psychographics:

1. Ideal Age: _____
2. Marital Status: _____
3. Family Dynamics: _____
4. Religious Orientation: _____
5. Political Affiliation: _____
6. Typical Careers: _____
7. Education Level: _____
8. Personality Style: _____
9. Where do they live: _____
10. Favorite Hobbies: _____
11. Common Charity: _____
12. Vacation Spots: _____
13. Income Level: _____
14. Minimum Net Worth: _____
15. In a Life Transition: _____