

DEFINING YOUR IDEAL CLIENT

*Targeting your ideal client is the first step in building a business
that is strong and stable for years to come.*



DIVE INTO EVERY DETAIL OF YOUR IDEAL CLIENT'S LIFE.

Who is she?

Where does she work?

What Instagram accounts does she follow?

Where does she shop?

Where does she vacation?

What is her fitness routine?

Where does she eat?

What is her personal style?

How does she decorate her home?



I D E A L C L I E N T :

My ideal client's name is _____

She is _____ years old and lives in _____

She starts every day by _____

and dreams of _____

She spends her days _____ in

the evening, she goes home to her _____

and winds down by _____

On the weekends you'll find her at _____

Her top priority is _____

She's planning her next vacation to _____

She values _____ above all else.

You'll find her shopping at _____ or

or even _____ when she wants to splurge.

Her income level right now is about _____.





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