

IDEAL CLIENT WORKSHEET



Finding your ideal client is an important strategy for your business. Use this worksheet to determine this information, and then keep the sheet visible to stay focused on your goal.

WHAT'S INCLUDED:

Page 1: Ideal Client Worksheet

DIRECTIONS:

TIP: To get the most out of your worksheet, [click here to listen to episode 212 of the Stay Paid podcast.](#)

1. Print out your worksheet.
2. Reflect on the product or service you provide. Identify the problem it solves. Include those on the sheet.
3. Next, think about the type of person who has that problem and who you want to buy your product or service.
4. Complete the worksheet by recording in each category the corresponding characteristics of that person.



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MY PROFESSION:

THE PROBLEM I SOLVE:



**MY IDEAL
CLIENT:**

AGE: _____ GENDER: _____

MARITAL STATUS: _____

CHILDREN: _____

LOCATION: _____

OCCUPATION: _____

ANNUAL INCOME: _____

EDUCATION LEVEL: _____

OTHER: _____

GOALS & VALUES

GOALS: _____

VALUES: _____

CHALLENGES

CHALLENGES: _____

PAIN POINTS: _____

LIFESTYLE

BOOKS: _____

MAGAZINES: _____

BLOGS/WEBSITES: _____

HOBBIES: _____

OTHER: _____

THE SALES PROCESS

OBJECTIONS TO THE SALE:

PURCHASING ROLE:
