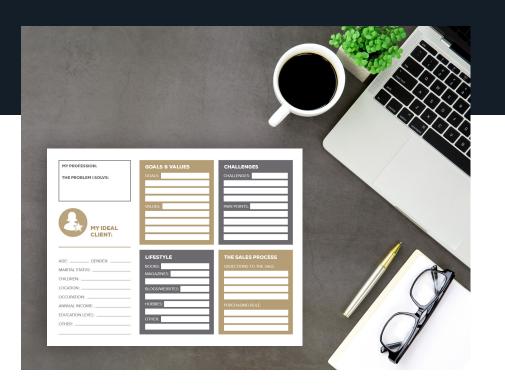
IDEAL CLIENT WORKSHEET



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:

<u>TIP: To get the most out of your worksheet, click here to listen</u> 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:	GOALS & VALUES	CHALLENGES
THE PROBLEM I SOLVE:	GOALS:	CHALLENGES:
	VALUES:	PAIN POINTS:
MYIDEAL		
CLIENT:		
CLIENT:		
	LIFESTYLE	THE SALES PROCESS
AGE: GENDER:	BOOKS:	THE SALES PROCESS OBJECTIONS TO THE SALE:
AGE: GENDER: MARITAL STATUS:	BOOKS: MAGAZINES:	
AGE: GENDER: MARITAL STATUS: CHILDREN:	BOOKS: MAGAZINES:	
AGE: GENDER: MARITAL STATUS: CHILDREN: LOCATION:	BOOKS: MAGAZINES: BLOGS/WEBSITES:	
AGE: GENDER: MARITAL STATUS: CHILDREN: LOCATION: OCCUPATION:	BOOKS: MAGAZINES: BLOGS/WEBSITES:	OBJECTIONS TO THE SALE:
AGE: GENDER: MARITAL STATUS:	BOOKS: MAGAZINES: BLOGS/WEBSITES: HOBBIES:	
AGE: GENDER: MARITAL STATUS: CHILDREN: LOCATION: OCCUPATION:	BOOKS: MAGAZINES: BLOGS/WEBSITES: HOBBIES:	OBJECTIONS TO THE SALE:
AGE: GENDER: MARITAL STATUS:	BOOKS: MAGAZINES: BLOGS/WEBSITES: HOBBIES: OTHER:	OBJECTIONS TO THE SALE: