



Identifying Your Ideal Client

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The purpose of this exercise is to describe and fine tune your broad target market then narrow it down to a smaller segment called a Persona or Avatar. A target market does not LIMIT who you sell to, just focuses the reach of your marketing. You can sell to anyone that

Demographics

Who does your target market consist of?

Male or Female

Male

Female

Age Range

Married:

Yes

No

Kids?

Yes

No

If yes, what are their ages and names?

Do they rent or own their home?

Rent

Own

What is the home value?

What type of car do they drive?

What is the husband's occupation?

What is the wife's occupation?

What is the total income range?

Do they send their kids to Private school or Public school or do they Homeschool?

Private School

Public School

Homeschool

SECTION 2 of 5

Psychographics

What are their interests?

What magazines do they subscribe to?

What type of books do they read?

Do they have a hobby or past time they spend their time and/or money on? If yes, describe the activities.

Are they involved in sports as a family? Kids play, parents play, etc?

Does the husband or wife play golf?

Yes

No

Where do they go on vacation?

Do they have family close by?

Yes

No

Maybe

SECTION 3 of 5

How Do They Think?

Do they run more conservative or liberal?

Conservative

Liberal

In the middle

Do they practice a faith?

Yes

No

Sometimes

What do they want?

What do they LOVE?

What do they secretly desire?

What makes them angry or really mad?

What do they have a strong dislike for?

What keeps them up at night?

How do they finish this sentence "If I could only (or just)

What is the single biggest problem that causes them pain or frustration?

How Do They Socialize?

Who do they hang out with?

Where do they hang out?

Do they have close friends they see socially? If so, where do they socialize?

Do they entertain in their home?

Yes

No

Are they active in their kids schools? PTA, organizations, etc.

Yes

No

If yes, what do they do in the school?

Are they in any organized groups or associations? (college alumnae, sorority/-fraternity alumnae, professional or networking groups, book clubs, etc.)

SECTION 5 of 5

Putting it together

Getting a larger picture of the target market.

Who is your likely target?

Male/Husband

Female/Wife

Children/Kids

Give a broad overview of your target:

Where will you find this group?

What other professions work with this group?

Who else KNOWS this group?

How or where can you meet people that knows your target?