

Ideal Client Worksheet

It's useful to document as much as you can about your ideal client. Use this worksheet to detail the demographics and psychographics of your target audience, and to write a detailed description of him or her. This information will be used in the next lesson, when we talk about branding.

- WHAT YOU KNOW ABOUT YOUR IDEAL CUSTOMER'S DEMOGRAPHICS -

You can find some of this information in your website analytics if you have a site already. If not, it's okay to just make educated guesses. You can also research your competitors' followers to gain some initial information.

Remember, this is not carved in stone. Your ideal customer avatar is a living document that will change over time, so don't worry if you don't get it exactly right at the start. You can (and should) revisit this often to make sure it's still accurate.

DEMOGRAPHIC DATA	MY IDEAL CLIENT
Age	
Gender	
Marital Status	
Kids? How many?	
Location	
Annual Income	
Ethnicity	
Education Level	
Job Status	
Political Affiliation	
Religious Affiliation	

- CONSIDER YOUR IDEAL CUSTOMER'S PSYCHOGRAPHICS -

You might think that when you're publishing a dog-training blog it doesn't matter what someone's favorite vacation spot is, but it really does, and here's why: It gives you content and copy ideas.

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For example, if you have a dog-training blog and your ideal customer loves to visit Disney World every spring, then posts about where to board your dog, pet-friendly resorts, emergency vet services, and other details will help your reader plan better for his or her trip. Not only that, but you can use these details to make a stronger connection with potential buyers when you write your sales copy.

Please note that this is not an all-inclusive list. Instead, it's designed to help spark ideas. Feel free to add your own psychographic data questions as you learn more about your ideal client.

PSYCHOGRAPHIC DATA	MY IDEAL CLIENT
Where does he/she shop just for fun?	
What are his/her core values?	
How much will he/she spend without asking his/her spouse?	
Where is his/her favorite vacation spot?	
What are his/her hobbies?	
What does he/she fight with his/her spouse about?	
What does he/she do on his/her day off?	
Is he/she a cat person or a dog person?	
Is he/she an introvert or an extrovert?	
What sports does he/she watch on television?	
What does he/she worry about in relation to your niche?	
What's his/her big dream?	
What's his/her biggest regret?	

- WRITE A SHORT BIOGRAPHY OF YOUR IDEAL CUSTOMER -

Spend at least 30 minutes creating a character sketch of your ideal client. Give her a name, a spouse, kids, pets, hobbies. Tell us about a day in her life as it relates to your niche. What frustrates her or makes her smile? How does she spend her time? What does she dream about achieving?

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