

My Ideal Client for _____ (product/service) is described in great detail below:

1. Gender identification
2. Age range
3. Single or married?
4. Do they have children? How many and age range?
5. What do they do for a living/job?
6. How often do they move or change jobs?
7. Do they own or rent?
8. Where do they live? Type of neighbourhood, suburb, rural, city, ALSO low, middle or high income
9. How long have they owned their home?
10. What type of home do they live in? Condo, townhouse, single family, duplex
11. What does their home look like?
12. Where do they vacation?
13. What and where do they eat? – Restaurants, pubs, fast food sit-in or drive-thru or home.
14. Where do they shop for their groceries? E.g. - Costco (bulk/discount), Safeway & IGA & Thrifty's (convenience & service over price), Real Canadian (price over service & convenience), Planet Organic (earth and health conscience)
15. Where do they shop for their clothes?
16. What brands do they associate with?
17. What and where do they drink & socialize?
18. What level of education?
19. What do they read? Books/newspapers/gossip mags
20. Do they email, text or instant message?
21. Do they rely on the internet for information?
22. What kind of car do they drive? Own or lease?
23. What are their hobbies and interests?
24. Are they physically active? Sports, outdoors, etc.
25. What music do they listen to?



26. Personality Type – introvert, extrovert, bit of both?
27. What values do they consider admirable?
28. What clubs or associations do they belong to?
29. What type of friends do they have?
30. How do they handle their money?
31. How open are they to new ideas and change?
32. Are they involved in their community, volunteering, organizing events, attending community events?
33. Do they attend boat shows, RV events, garden shows, Home show & Home renovation events, parades?
34. Are they generous with their time, money or other?
35. Do they vote?
36. What kind of pet(s) do they have?

While these are a great start to determining who your ideal client is and where they are, think of other questions that are specific to your market, your product/service and the geographical area that you are in.

Other considerations are of course, are you a 'bricks & mortar' style business or strictly ecommerce? What methods of payment do you utilize and how?

Additional questions:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____