

Ideal Customer Profile Worksheet

Ideal Customer Profile

Let's pretend we've found one *perfect* customer. The more you can picture one person, the easier it is to relate to them, communicate with their core desires, and offer them the appropriate solutions. Try to be as specific as possible as you answer the questions we've shared down below!

When you look at the list below, you may not immediately understand why it's important, but answer every question as in depth as possible. It may take a little while but it's well worth it. You may be surprised by how your understanding of these details can influence how you attract your ideal customer.

Age _____ Gender _____

Family Status (married / children, etc.)

Geographic Location

Education

Job / Profession

For B2B Markets Only: What type of business are they in? Do they do this full time or part time? What is their income? How many years' experience do they have?

Closely Held Beliefs (political, religious, ethical, etc.)

Interests and Hobbies

News Sources and Favorite Websites

Favorite Social Media Platforms

Hopes, Dreams, and Goals

Biggest Fears

Biggest Problem (that you will help solve)

What happens if this problem is not solved – professionally and personally?

What happens if this problem is solved – professionally and personally?
