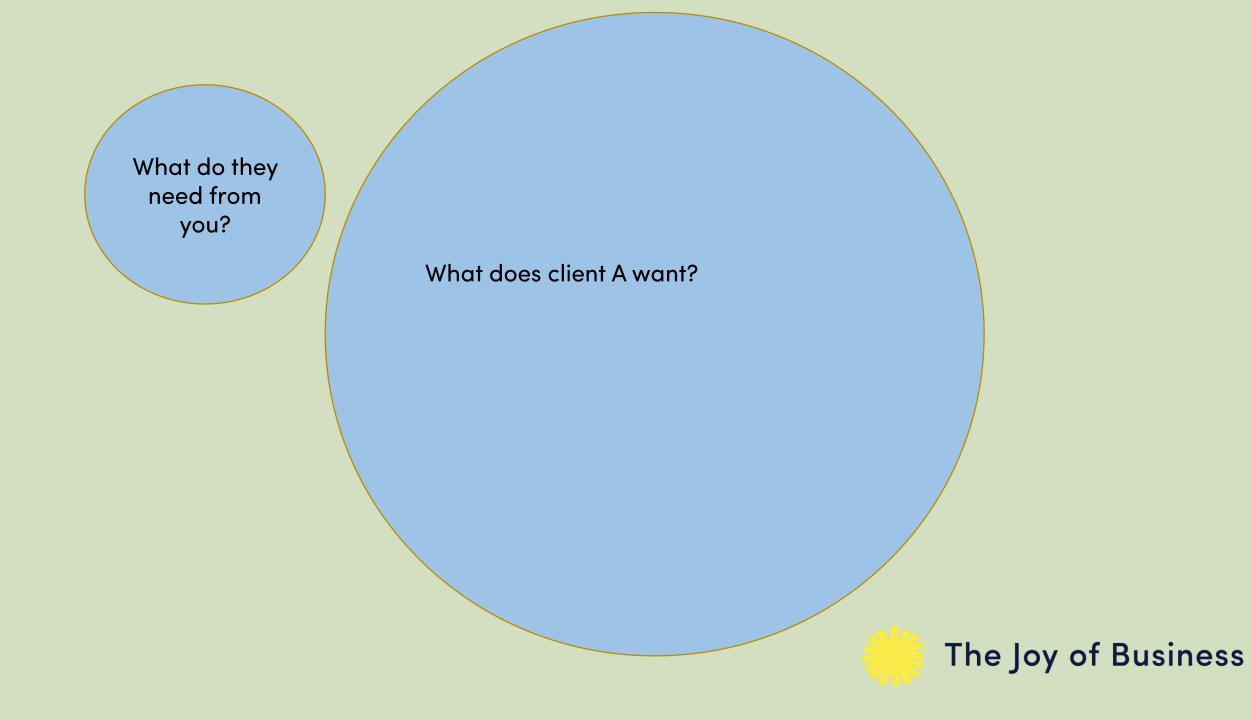
How to find your ideal clients

- Use this workbook to create a picture of your ideal client, so you're aiming your marketing at the right people.
- Think about the clients you have at the moment, and pick 3 of the best ones
- If you're aiming for a different kind of clients (eg, your current clients are less likely to pay what you need to charge, or you have a new product/service) you'll have to imagine what they're like
- For each one, use the following sheets to work out what they're really like, and what they really really want.

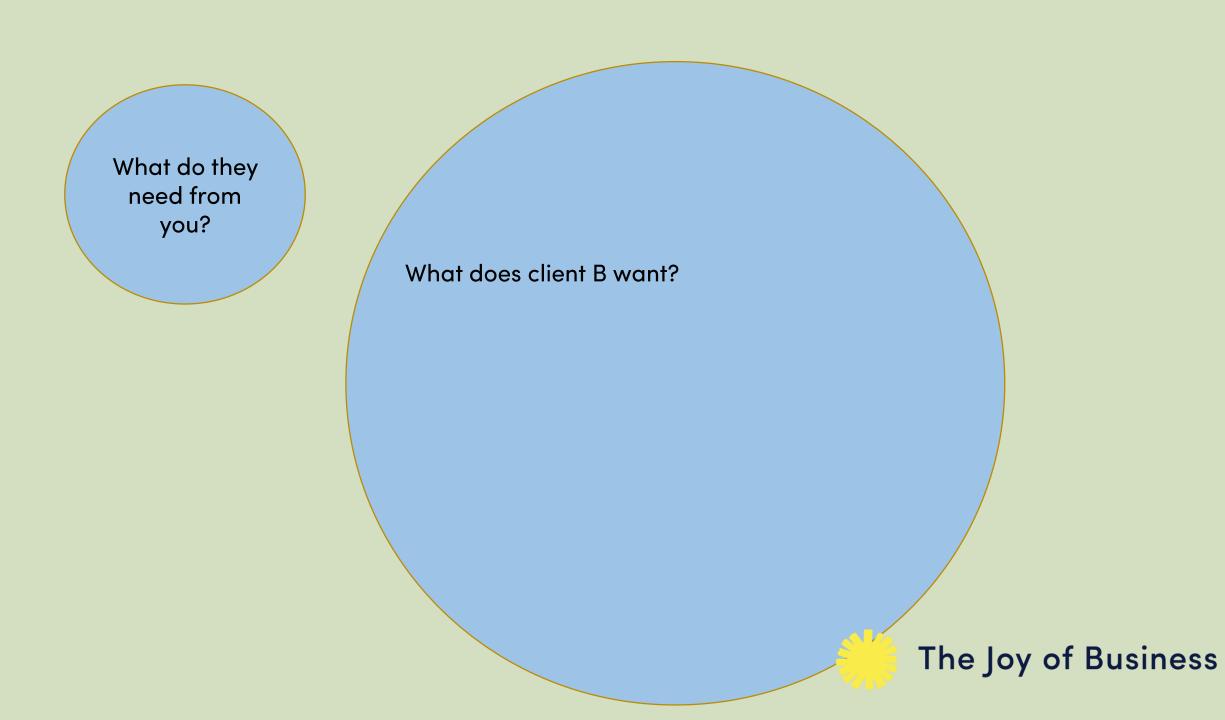


Gender What do they Age All about need from them you? My favourite clients: Educatio Example A n Example B Job Example C Role Prove **Financial** Look myself security good at External Internal work pressures on desires Be the Target them Partner best at Don't wants work get more fired money

My favourite clients
Client A
Company/person—
External pressures on them
Internal desires



My favourite clients	
Client B	
Company/person—	
External pressures on them	
Internal desires	
The Joy of Bus	iness



My favourite clients
Client C
Company/person—
External pressures on them
Internal desires

